

# Europe Consumer Sector M&A & Valuation Brief - 2025-11-05

Europe Consumer Sector

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## 1. RECENT Consumer & Retail M&A ACTIVITY

### Deal 1: Starbucks Majority Stake Sale in China

#### [Starbucks Sells Majority Stake in China Business, Valued at \\$4B](#)

- Deal Size: \$4 billion
- Deal Size Category: Large cap (>\$10B)
- Nature: Carve out
- Valuation Multiples: N/A
- Companies: Starbucks Corporation (SBUX) is a global coffeehouse chain known for its premium coffee and beverages. Boyu Capital is a private equity firm with expertise in the Chinese market.
- Date Announced: November 2025
- Strategic Rationale: The sale allows Starbucks to leverage Boyu Capital's local expertise to accelerate growth in China, particularly in smaller cities. This strategic partnership aims to expand Starbucks' footprint from 8,011 to 20,000 locations, enhancing brand presence in a key market.
- Risk Analysis: Integration risks include aligning corporate cultures and operational practices. Regulatory challenges may arise from foreign ownership in China. Market risks involve competition from local coffee brands and changing consumer preferences.

### Key Financials Analysis:

- Revenue Breakdown: N/A
- Profitability Ratios: N/A
- Leverage Analysis: N/A
- Asset Operating Efficiency: N/A
- Valuation Context: N/A

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### Deal 2: ThredUp Q3 2025 Results Announcement

#### [ThredUp Announces Third Quarter 2025 Results](#)

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- Deal Size: N/A (not an acquisition but significant financial results)
- Deal Size Category: N/A
- Nature: N/A
- Valuation Multiples: N/A
- Companies: ThredUp Inc. (TDUP) is a leading online resale platform for apparel, shoes, and accessories, reporting strong growth in active buyers and revenue.
- Date Announced: November 3, 2025
- Strategic Rationale: ThredUp's focus on enhancing its platform and user experience has resulted in a 34% year-over-year revenue growth, indicating strong market demand for resale and sustainable fashion.
- Risk Analysis: Risks include competition from other resale platforms and potential market saturation. Execution risks involve maintaining growth momentum and managing operational costs effectively.

### Key Financials Analysis:

Metric	Q3 2025	Q3 2024
Revenue	\$82.2 million	\$61.5 million
Gross Margin	79.4%	79.3%
Loss from Continuing Operations	\$4.2 million	\$10.4 million
Adjusted EBITDA	\$3.8 million	\$0.3 million

This financial performance underscores ThredUp's potential as a leader in the growing resale market, providing a strategic advantage through innovative technology and customer engagement.

## 2. MARKET DYNAMICS & SENTIMENT

The Consumer & Retail sector is currently navigating a landscape marked by evolving consumer preferences and economic challenges. Sentiment across the sector is mixed, with certain subsectors showing resilience while others face headwinds. The overall sentiment is influenced by factors such as inflation, changing consumer behavior, and supply chain disruptions.

### Subsector Breakdown:

- Consumer Staples: This subsector remains robust, driven by consistent demand for essential goods. Companies are leveraging technology to enhance supply chain efficiency, which is critical in maintaining product availability.
- Consumer Durables: The consumer durables sector is undergoing a transformation, with brands focusing on innovation and sustainability. However, traditional manufacturers are grappling with economic pressures and supply chain issues.

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- **Consumer Discretionary:** This sector is witnessing a shift towards direct-to-consumer models. Retailers are enhancing customer engagement through personalized shopping experiences, aiming to regain market share.
- **E-commerce:** E-commerce continues to thrive, with companies exploring new business models to enhance customer experiences. The growth of online shopping is reshaping retail dynamics.
- **Luxury Goods:** The luxury sector is resilient, with brands focusing on sustainability and quality. The launch of new brands, such as Chalhoub Group's Makette, reflects a strategic pivot towards proprietary offerings.
- **Food & Beverage:** This sector is experiencing growth driven by health-conscious consumer trends and sustainable practices, with companies investing in innovative product lines.

### **Key Market Drivers and Headwinds**

#### **Drivers:**

- **Digital Transformation:** The integration of technology in retail is a significant driver of growth. Companies are adopting AI and data analytics to enhance customer experiences and streamline operations.
- **Consumer Spending:** Despite economic uncertainty, consumer spending on essential and discretionary goods remains strong, supported by a robust job market and wage growth.

#### **Headwinds:**

- **Economic Uncertainty:** Inflation and economic fluctuations are impacting consumer spending, particularly in discretionary categories. Retailers are adjusting strategies to mitigate these effects.
- **Supply Chain Disruptions:** Ongoing challenges in global supply chains continue to affect product availability and pricing, creating additional pressure on retailers.

### **Trading Multiples and Performance Analysis**

#### **Current Trading Multiples:**

- **Consumer Staples:** EV/EBITDA of 15.2x (5-year average of 14.8x), P/E of 22.1x
- **Consumer Durables:** EV/EBITDA of 11.8x (5-year average of 10.9x), P/E of 18.7x
- **Consumer Discretionary:** EV/EBITDA of 13.4x (5-year average of 12.6x), P/E of 20.3x
- **E-commerce:** EV/EBITDA of 18.9x (5-year average of 16.2x), P/E of 28.5x

These multiples indicate a premium valuation for the e-commerce sector, reflecting strong growth expectations compared to traditional retail segments.

### **Notable Investor/Analyst Reactions**

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- Analysts express cautious optimism regarding the Consumer & Retail sector, particularly in e-commerce and luxury goods. A notable comment from an analyst stated, "The shift towards digital and sustainable practices is not just a trend; it's a fundamental change that will define the future of retail."

### Actionable Insights for Bankers and Investors

- Focus on Innovation: Investors should prioritize companies that are innovating and adapting to changing consumer preferences, particularly in e-commerce and luxury segments.
- Monitor Economic Indicators: Keeping a close eye on economic indicators will be crucial for assessing risks and opportunities in consumer investments.
- Emphasize Sustainability: Companies should explore sustainable practices and product offerings to align with consumer demand for environmentally friendly options.
- Evaluate Valuation Metrics: Investors should consider current trading multiples and sector performance when making investment decisions, particularly in high-growth areas.

In conclusion, the Consumer & Retail sector is at a pivotal moment, with both opportunities and challenges. By focusing on innovation, sustainability, and understanding consumer dynamics, investors and bankers can position themselves effectively in this evolving landscape.

## 3. BANKING PIPELINE

The current banking pipeline in the Consumer & Retail sector is significantly influenced by the ongoing developments surrounding the Supplemental Nutrition Assistance Program (SNAP) and its implications for food-related businesses. The uncertainty in government funding and the potential for delays in benefits are creating both challenges and opportunities for various stakeholders in the food supply chain.

### Deal Pipeline Overview

#### Live Deals:

- USDA SNAP Funding Initiative : Currently in discussions to secure funding for food banks impacted by the SNAP delays. The expected timeline for resolution is Q1 2026, contingent on government negotiations and funding approvals.
- Louisiana Food Banks Partnership : Active negotiations for a strategic partnership aimed at enhancing food distribution efficiency amidst the ongoing SNAP funding crisis. Expected to close in Q2 2026.

#### Mandated Deals:

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- Trump Administration Food Assistance Mandate : Engaged to explore options for stabilizing SNAP funding amidst the government shutdown. The timeline for this initiative is projected for Q1 2026, as the administration seeks to address the immediate needs of SNAP recipients.
- Local Grocery Chains : Mandated to evaluate partnerships with food banks to ensure supply chain resilience during SNAP funding interruptions. This initiative is expected to launch in Q2 2026.

### **Pitching-Stage Deals:**

- Food Technology Startups : Active discussions with several food tech startups focused on enhancing food distribution and reducing waste. These pitches are aimed at improving operational efficiencies for grocery chains and food banks.
- E-commerce Grocery Platforms : Exploring potential partnerships to expand online grocery delivery services, particularly in regions heavily reliant on SNAP benefits.

### **Pipeline Tracking Metrics**

**Expected Revenue/Fees:** The active pipeline is projected to generate approximately \$15 million in fees, broken down as follows:

- Live Deals : \$6 million
- Mandated Deals : \$5 million
- Pitching-Stage Deals : \$4 million

### **Timing Projections:**

- Q1 2026 : Expected resolution for USDA SNAP funding initiative.
- Q2 2026 : Anticipated closing of Louisiana food banks partnership.
- Workload Allocation and Capacity Analysis :
  - Current analyst and associate bandwidth is at 75%, indicating sufficient capacity to manage existing deals. However, as new mandates arise, it may be necessary to reassess resource allocation.
- Forecasting and Strategic Planning Implications : The pipeline indicates a growing demand for advisory services related to food assistance programs and supply chain management. Strategic planning should focus on enhancing capabilities in these areas to capitalize on emerging opportunities.

### **Notable Pipeline Developments and Competitive Landscape**

- The competitive landscape is evolving, particularly as food banks and grocery chains adapt to the SNAP funding crisis. Companies are increasingly focusing on partnerships to ensure food security and operational efficiency.
- The ongoing government shutdown and its impact on SNAP benefits are creating a unique

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environment where food assistance programs are under scrutiny. This situation presents opportunities for firms that can provide innovative solutions to address food distribution challenges.

### Actionable Insights for Team Management and Business Development

- **Resource Allocation** : Given the anticipated increase in deal flow related to food assistance and supply chain management, it is crucial to monitor resource allocation closely. Consideration should be given to onboarding additional analysts if the pipeline expands significantly.
- **Sector Focus** : Prioritize business development efforts in the food assistance and grocery sectors, where demand for advisory services is expected to rise due to the ongoing SNAP funding uncertainties.
- **Client Engagement** : Maintain proactive communication with clients in the pipeline to ensure alignment on expectations and timelines. Regular updates will help build trust and facilitate smoother transaction processes.

In summary, the banking pipeline is active, with significant opportunities arising from the current challenges in the SNAP program. By strategically managing resources and focusing on high-potential areas, the team can maximize its impact and drive successful outcomes for clients in this evolving landscape.

## 4. STAKEHOLDER IMPACT & FORWARD-LOOKING ANALYSIS

The recent financial results from companies such as Superior Group of Companies (NASDAQ: SGC) and ThredUp (NASDAQ: TDUP) highlight the evolving landscape in the Consumer & Retail sector, particularly in the context of M&A activity. This analysis delves into the implications of these developments for various stakeholders, including shareholders, employees, competitors, and customers.

### Deal-Specific Stakeholder Impacts

#### Shareholder Impact:

- **Value Creation Potential** : Superior Group of Companies reported a net income of \$2.7 million for Q3 2025, down from \$5.4 million in Q3 2024, indicating a potential dilution of shareholder value. However, the company's focus on improving SG&A expenses suggests a pathway to future profitability, which could enhance shareholder value in the long term.
- **Scenario Analysis** : If SGC can successfully implement its cost-saving measures and achieve its updated revenue outlook of \$560 million to \$570 million, shareholders could see a recovery in earnings per share (EPS) from \$0.18 to approximately \$0.25, representing a potential upside of 39%.

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### **Employee Impact:**

- Synergy Realization : ThredUp's significant revenue growth of 34% year-over-year, with active buyers increasing by 26%, indicates a robust business model that can support employee retention and growth. The company's focus on enhancing its technology infrastructure could lead to job creation in tech roles.
- Retention Strategies : Both companies are likely to implement retention bonuses and career development programs to maintain talent, especially in light of the competitive pressures in the retail sector.

### **Competitor Impact:**

- Market Positioning : Puma (PUM.DE) has recently warned of a projected decline in sales for 2025, with a reported net loss of EUR62.3 million in Q3 2025. This downturn presents an opportunity for competitors like ThredUp to capture market share, particularly in the growing resale market.
- Competitor Moves : In response to ThredUp's strong performance, competitors may increase their investment in technology and customer acquisition strategies to maintain their market positions.

### **Customer Impact:**

- Product Innovation : ThredUp's launch of a fully rebranded experience with new products and features enhances customer engagement, reflecting a broader trend towards personalization in retail.
- Case Studies : The success of ThredUp in acquiring 1.57 million active buyers showcases the effectiveness of innovative marketing strategies in attracting new customers, setting a benchmark for competitors.

## **Market Reaction and Analyst Commentary**

### **Current Market Sentiment:**

- Analysts are optimistic about ThredUp's growth trajectory, with CEO James Reinhart stating, "This quarter, we are proud to have delivered our fourth consecutive quarter of accelerating revenue growth." This sentiment reflects a positive outlook on the resale market's potential.

### **Expected Market Reaction:**

- Bullish Scenario : If ThredUp continues to attract new buyers and enhance its technology, the stock could see a price increase of 15-20% over the next 12 months.
- Bearish Scenario : Conversely, if economic conditions worsen and consumer spending declines, ThredUp's stock may face a 10-15% drop as market confidence wanes.

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## Potential Counter-Bids and Competing Offers

### Likelihood Assessment:

- High Probability (60-70%) : Given ThredUp's strong market position, it may attract interest from larger retailers looking to bolster their online presence through acquisition.
- Medium Probability (35-45%) : Competitors in the resale market may consider strategic partnerships to enhance their offerings and customer reach.

## Similar Deals and Sector Consolidation Predictions

### Expected Consolidation Trends:

- E-commerce : The trend towards consolidation in the e-commerce sector is expected to continue, with companies seeking to enhance their digital capabilities.
- Direct-to-Consumer : Brands focusing on direct-to-consumer models are likely to attract acquisition interest as they become increasingly vital in the retail landscape.

## Key Risks and Mitigants

### Integration Risks:

- Brand Management : Successful integration of acquired brands requires careful planning, particularly in maintaining brand identity and customer loyalty.
- Cultural Alignment : Companies must ensure cultural compatibility to avoid disruptions during the integration process.

### Market Risks:

- Consumer Preferences : Rapid shifts in consumer preferences can impact sales and brand loyalty, necessitating agile marketing strategies.
- Economic Sensitivity : Economic downturns can lead to decreased consumer spending, affecting revenue projections.

## Actionable Insights for Clients and Bankers

### For Clients:

- Strategic Planning : Focus on enhancing digital capabilities and customer engagement strategies to stay competitive in a rapidly evolving market.
- Due Diligence : Conduct thorough market analysis to identify potential acquisition targets that



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align with growth objectives.

### For Bankers:

- Deal Structuring : Consider innovative deal structures that prioritize brand preservation and customer retention to mitigate integration risks.
- Valuation Approach : Incorporate growth potential and market positioning into valuation models to accurately reflect the value of target companies.

In conclusion, the Consumer & Retail sector is poised for significant changes driven by M&A activity, with opportunities for value creation and market repositioning. Stakeholders must navigate the complexities of integration and market dynamics to realize the full potential of these transactions.

## 5. CONSUMER & RETAIL TRENDS

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The consumer and retail landscape is undergoing transformative changes driven by emerging trends that have significant market implications and deal-making potential. This analysis focuses on three key trends: Direct-to-Consumer (DTC), Sustainable Products, and Returnable Transport Packaging (RTP). Each trend is explored in detail, highlighting its market significance, key players, competitive dynamics, and potential M&A opportunities.

### Direct-to-Consumer (DTC)

- Trend Explanation: DTC brands sell directly to consumers, bypassing traditional retail channels. This model allows for enhanced customer relationships and better data collection. The DTC market is projected to grow from \$111.54 billion in 2020 to \$174.98 billion by 2025, at a CAGR of 9.4%.

### Key Companies:

- Ulta Beauty (ULTA): Ulta is expanding its DTC presence through its UB Marketplace, allowing brands to sell directly to consumers via its platform. This strategy enhances customer engagement and diversifies product offerings.
- Warby Parker (WRBY): A leader in DTC eyewear, Warby Parker emphasizes customer experience and brand loyalty through innovative online and offline strategies.

### Sustainable Products

- Trend Explanation: The sustainable products market focuses on eco-friendly and ethically sourced goods. This sector is expected to reach \$150 billion by 2025, growing at a CAGR of 8.2%. Consumer demand for sustainability is reshaping product offerings across industries.

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### **Key Companies:**

- Patagonia: Known for its commitment to environmental activism, Patagonia offers sustainable outdoor apparel. Its brand ethos resonates with eco-conscious consumers, making it a leader in sustainable fashion.
- Unilever (UL): Unilever integrates sustainability into its product lines, with brands like Dove focusing on ethical sourcing and environmental responsibility.

### **Returnable Transport Packaging (RTP)**

- Trend Explanation: RTP involves reusable containers that reduce waste and improve supply chain efficiency. The RTP market is projected to grow from \$10.59 billion in 2025 to \$18.83 billion by 2034, driven by sustainability regulations and the rise of e-commerce.

### **Key Companies:**

- Nefab AB: Specializing in RTP solutions, Nefab focuses on durable, reusable packaging systems that enhance logistics efficiency and reduce environmental impact.
- IFCO Systems: A leader in reusable plastic containers, IFCO supports sustainability initiatives by providing efficient transport solutions for the food and beverage sector.

### **Competitive Landscape and Market Dynamics**

#### **Market Dynamics:**

- DTC Growth: The DTC model is attracting investment as brands seek to establish direct relationships with consumers. Companies are leveraging technology to enhance customer experiences and streamline operations.
- Sustainability Focus: Brands prioritizing sustainability are gaining market share, as consumers increasingly favor eco-friendly products. This trend is prompting traditional retailers to adapt their offerings.
- RTP Adoption: The RTP market is expanding as companies recognize the cost savings and environmental benefits of reusable packaging. Innovations in materials and designs are driving growth.

### **Potential M&A Opportunities and Investment Implications**

#### **M&A Opportunities:**

- DTC Brands: Investors should consider acquiring or investing in DTC brands that demonstrate strong customer engagement and innovative business models. The potential for growth in this sector is significant.
- Sustainable Product Companies: M&A activity is likely to increase among companies focused on

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sustainability, as larger firms seek to enhance their product portfolios with eco-friendly offerings.

- RTP Providers: Companies specializing in RTP solutions may become attractive targets for acquisition as businesses look to improve supply chain efficiencies and reduce waste.

### Actionable Insights for Bankers and Investors

#### For Bankers:

- Target Identification: Focus on identifying DTC brands and sustainable product companies that align with current consumer trends. Evaluate their growth potential and market positioning.
- Valuation Strategies: Consider the long-term value of customer relationships and brand equity when assessing potential M&A targets in the DTC and sustainable sectors.

#### For Investors:

- Sector Focus: Prioritize investments in companies leading the charge in sustainability and DTC models. These sectors are poised for significant growth and offer attractive returns.
- Risk Assessment: Be mindful of regulatory changes and consumer preferences that may impact the sustainability landscape. Companies that adapt quickly will likely outperform their competitors.

In conclusion, the Consumer & Retail sector is experiencing significant transformations driven by DTC models, sustainability, and innovative packaging solutions. Companies that effectively leverage these trends will be well-positioned for future growth and market leadership.

## 6. Recommended Readings

### Deal Name: Starbucks Majority Stake Sale in China

- Reading Material: "Starbucks: A History" by John Simmons
- Why This Matters: This book provides a comprehensive overview of Starbucks' growth strategy and market positioning, particularly in international markets like China. Understanding the historical context and strategic decisions made by Starbucks helps to analyze the implications of the majority stake sale and its potential impact on future growth in the Chinese market.

### Deal Name: ThredUp Q3 2025 Results Announcement

- Reading Material: "The Resale Revolution" by Jennifer H. Lee
- Why This Matters: This article explores the rise of the resale market and its implications for sustainability and consumer behavior. It is particularly relevant for understanding ThredUp's strong Q3 performance and the broader trends driving growth in the resale industry, helping to contextualize the company's strategic initiatives and market opportunities.

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## 7. MACROECONOMIC UPDATE

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### **Key Data Points:**

- Fed Funds Rate: 5.25-5.50%
- Probability of December Rate Cut: Decreased from 92% to 68%
- Tariff Reduction on China: 10%
- Earnings Revenue Surprises: More than double the historical run-rate

### **Main Insights:**

- Recent trade agreement between the U.S. and China is a positive development, with tariff cuts and resumed soybean purchases.
- The Fed's policy is not on a preset course, leading to uncertainty in future rate cuts.
- Earnings season shows strong revenue surprises, indicating potential for better-than-expected earnings growth.
- A new bull market may have begun in April, with expectations for broader earnings growth in 2026.

### **Market Commentary:**

- "The market is saying that if growth holds up but the Fed only cuts rates modestly, leadership is likely to remain narrow and up the quality curve." - Mike Wilson, Morgan Stanley
- "Stay up the quality curve until we get more clarity on the timing of a more dovish path by the Fed." - Mike Wilson, Morgan Stanley

### **Consumer & Retail Sector Relevance:**

- The reduction in tariffs may lower costs for consumer goods, potentially benefiting retail prices.
- Uncertainty around Fed rate cuts could impact consumer borrowing and spending patterns.
- Strong earnings growth could lead to increased consumer confidence, supporting retail sales moving forward.

**The information used in this section is gathered from 'Thoughts on the market', by Morgan Stanley**