

# Europe Consumer Sector M&A & Valuation TLDR - 2025-10-22

## Europe Consumer Sector

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### 1. 30-Second TL;DR

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- Dick's Sporting Goods partnered with Gymshark to enhance its athletic apparel offerings, targeting a younger demographic.
- Tecnica Group relocated Lowa Boots to Salt Lake City to improve operational efficiency.
- The Consumer & Retail sector shows cautious optimism, with trading multiples like EV/EBITDA at 15.2x for staples and 18.9x for e-commerce, driven by digital transformation but challenged by economic uncertainties.

### 2. 1-Minute TL;DR

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- Dick's Sporting Goods' partnership with Gymshark aims to diversify its product range and attract younger consumers, enhancing customer experience in its House of Sport locations.
- Tecnica Group's strategic relocation of Lowa Boots to Salt Lake City is designed to boost collaboration and market presence in the U.S. outdoor footwear sector.
- The Consumer & Retail sector is characterized by cautious optimism, with trading multiples such as EV/EBITDA at 15.2x for consumer staples and 18.9x for e-commerce, reflecting a shift towards digital transformation amid economic challenges.
- Key market drivers include technological advancements and market diversification, while headwinds consist of inflation and supply chain disruptions.

### 3. 2-Minute TL;DR

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- Dick's Sporting Goods has entered a strategic partnership with Gymshark, marking Gymshark as its first U.S. wholesale partner. This collaboration is expected to enhance Dick's market share in athletic apparel, targeting a younger demographic and potentially increasing shareholder value by 10-15%. However, risks include market acceptance and integration challenges.
- Tecnica Group's relocation of Lowa Boots to Salt Lake City aims to create operational synergies and strengthen its market position in the competitive outdoor footwear sector. The move carries risks related

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to employee morale and integration with existing operations.

- The Consumer & Retail sector is navigating a landscape of cautious optimism, with trading multiples showing resilience: EV/EBITDA for consumer staples at 15.2x and e-commerce at 18.9x. High-growth sectors like e-commerce are attracting investor interest, while traditional sectors face challenges.
- Market dynamics are influenced by digital transformation and geopolitical tensions, with companies diversifying markets to mitigate risks. Analysts predict continued consolidation in the sector, particularly in health and wellness, as companies adapt to changing consumer preferences.