

# Europe Consumer Sector M&A & Valuation TLDR - 2025-12-09

## Europe Consumer Sector

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### 1. 30-Second TL;DR

- The Consumer & Retail sector is marked by cautious optimism, driven by evolving consumer preferences and economic conditions.
- Key subsectors include robust Consumer Staples, innovative Consumer Durables, and thriving E-commerce, with average EV/EBITDA multiples ranging from 11.8x to 18.9x.
- Economic uncertainty and supply chain challenges pose headwinds, while increased consumer spending and online sales growth are key drivers.

### 2. 1-Minute TL;DR

- The Consumer & Retail sector is navigating a landscape of cautious optimism, influenced by inflation and changing purchasing behaviors.
- Consumer Staples show resilience with an EV/EBITDA of 15.2x, while E-commerce thrives at 18.9x. Consumer Discretionary is adapting with a 13.4x multiple.
- Key growth drivers include increased consumer spending and online sales growth, projected to rise by 0.3 percentage points by 2026.
- However, economic uncertainty and supply chain disruptions present challenges. Investors should focus on high-growth sectors and digital capabilities to capitalize on emerging opportunities.

### 3. 2-Minute TL;DR

- The Consumer & Retail sector is currently characterized by cautious optimism, with evolving consumer preferences and economic conditions shaping market dynamics.
- Subsector performance varies: Consumer Staples remain strong with an EV/EBITDA of 15.2x, while Consumer Durables and Discretionary sectors are adapting to economic pressures, with multiples of 11.8x and 13.4x, respectively. E-commerce is thriving at 18.9x.
- Key drivers include increased consumer spending, particularly in health & beauty and food & grocery,

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projected to grow at a CAGR of 3.0% through 2029. Online sales are also expected to rise, indicating a shift towards digital shopping.

- Challenges include economic uncertainty affecting discretionary spending and ongoing supply chain disruptions impacting product availability and pricing.
- The banking pipeline reflects a dynamic landscape with live deals in the healthcare sector, indicating strong demand for advisory services. BasicNet's acquisition of Woolrich for EUR90 million highlights the potential for value creation through brand revitalization.
- Investors should focus on high-growth sectors, adapt to consumer trends, and invest in digital capabilities to navigate this evolving environment effectively.