

# Europe Consumer Sector M&A & Valuation TLDR - 2025-10-20

*Europe Consumer Sector*

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## 1. 30-Second TL;DR

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- NoFraud acquired Yofi AI to enhance its fraud prevention capabilities in e-commerce, addressing rising fraud issues.
- Halfdays raised \$10 million to expand its women's ski apparel line and venture into year-round activewear.
- 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 hindered by inflation and supply chain issues.

## 2. 1-Minute TL;DR

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- NoFraud's acquisition of Yofi AI aims to strengthen its fraud prevention solutions, crucial for e-commerce retailers facing increasing fraudulent activities. Financial terms remain undisclosed.
- Halfdays secured \$10 million in funding to grow its women's ski apparel offerings and expand into activewear, projecting \$25 million in sales for the year.
- The Consumer & Retail sector is cautiously optimistic, with average EV/EBITDA multiples of 15.2x for staples and 18.9x for e-commerce. Key drivers include digital transformation and strong investment, while inflation and supply chain disruptions pose challenges.
- Analysts highlight the importance of adapting to consumer preferences and leveraging technology for future growth.

## 3. 2-Minute TL;DR

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- NoFraud's acquisition of Yofi AI, a company specializing in identifying abusive shopping patterns, is a strategic move to enhance its fraud prevention capabilities in the e-commerce space. The deal size is undisclosed, but it aims to provide retailers with robust solutions against fraudulent returns, addressing a significant market issue. Risks include integration challenges and competition from other fraud prevention solutions.

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- Halfdays raised \$10 million to expand its women's ski apparel line and enter the year-round activewear market, projecting \$25 million in sales for the year, with an 80% growth rate from 2024. This funding positions Halfdays to capitalize on the growing outdoor apparel segment, although it faces competition and seasonal sales dependency.
- The Consumer & Retail sector is navigating a landscape of cautious optimism, with trading multiples reflecting this sentiment: Consumer Staples at 15.2x EV/EBITDA, Consumer Durables at 11.8x, and E-commerce at 18.9x. Digital transformation and increased investment are key growth drivers, while inflation and supply chain disruptions remain significant headwinds.
- Analysts express optimism about the sector's long-term prospects, emphasizing the need for companies to adapt to evolving consumer preferences and leverage technology for operational efficiency. Investors are advised to focus on high-growth areas and monitor consumer trends closely.