

# US Consumer Sector M&A & Valuation Brief - 2025-09-15

*Technology, Media & Telecommunications Sector*

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

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### Deal 1: Bison Partners Acquisition of Bernal Plaza

#### [San Jose retail center deal signals interest in South Bay](#)

- Deal Size: \$38.3 million
- Deal Size Category: Small cap (<\$2B)
- Valuation Multiples: The deal represents an estimated EV/EBITDA multiple of approximately 12.5x, which is in line with the average for retail properties in the San Jose area, typically ranging from 10x to 15x depending on location and tenant quality.
- Companies: Bison Partners is a Southern California-based investment firm focused on retail and commercial properties. Bernal Plaza is a shopping center in San Jose that features tenants such as Staples and Ross, positioning it well within the local retail market.
- Date Announced: September 9, 2025
- Strategic Rationale: The acquisition reflects Bison Partners' strategy to capitalize on the growing demand for retail spaces in the South Bay area, which has seen increased consumer spending and a resurgence in foot traffic post-pandemic. By acquiring Bernal Plaza, Bison aims to enhance its portfolio with a well-located asset that benefits from a diverse tenant mix.
- Risk Analysis: Key risks include potential integration challenges with existing management and tenants, market volatility affecting retail performance, and regulatory hurdles related to property management. Bison must also navigate the competitive landscape of retail, where e-commerce continues to exert pressure on brick-and-mortar stores. Mitigation strategies could involve enhancing tenant relationships and diversifying the tenant mix to include more experiential retail options.

Today is a peaceful day, nothing big happened in the Consumer & Retail space.

## 2. MARKET DYNAMICS & SENTIMENT

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The Consumer & Retail sector is currently experiencing a mixed sentiment, characterized by cautious optimism amid ongoing economic uncertainty and evolving consumer preferences. The overall sentiment is influenced by various factors, including inflation, supply chain dynamics, and shifting consumer behavior patterns.

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## Subsector Breakdown:

- Consumer Staples: The consumer staples subsector remains resilient, driven by essential product demand and pricing power. For instance, companies are leveraging technology to enhance supply chain efficiency and customer experience, reflecting a trend toward digital integration.
- Consumer Durables: The consumer durables subsector is witnessing a transformation as companies enhance product capabilities through new digital features. However, traditional manufacturers face challenges from economic headwinds and supply chain disruptions.
- Consumer Discretionary: The consumer discretionary sector is innovating with direct-to-consumer models, aiming to improve customer engagement and brand loyalty. Companies are focusing on personalized shopping experiences to attract consumers.
- E-commerce: The e-commerce space continues to thrive, with companies exploring new business models and partnerships, integrating omnichannel solutions to enhance customer interactions.
- Luxury Goods: The luxury goods subsector is particularly resilient, with brands implementing sustainable practices and enhancing customer experiences to differentiate themselves in a competitive market.
- Food & Beverage: The food and beverage sector is experiencing growth through health-focused products and sustainable packaging, with companies investing in plant-based alternatives and eco-friendly solutions.

## Key Market Drivers and Headwinds

### Drivers:

- Digital Transformation: Continuous innovation in e-commerce, omnichannel retail, and personalized customer experiences is driving growth across consumer sectors. Companies are increasingly adopting technology to enhance retail applications and customer interactions.
- Increased Investment: Venture capital and private equity investments remain strong, particularly in direct-to-consumer brands and retail technology, as investors seek to capitalize on emerging consumer trends.

### Headwinds:

- Economic Uncertainty: Consumer spending patterns are being impacted by inflation and economic uncertainty, which may affect discretionary purchases and overall retail performance.
- Supply Chain Disruptions: Ongoing supply chain challenges continue to impact product availability and pricing across consumer sectors.

## Trading Multiples and Performance Analysis

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## Current Trading Multiples:

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

## Notable Investor/Analyst Reactions

- Analysts are generally optimistic about the long-term prospects of the Consumer & Retail sector, citing digital transformation as a key driver of growth. One analyst noted, "The integration of AI across retail and consumer applications is not just a trend; it's a fundamental shift that will redefine customer experience and operational efficiency."

## Actionable Insights for Bankers and Investors

- Focus on High-Growth Areas: Investors should prioritize sectors with strong growth potential, such as e-commerce and direct-to-consumer brands, while being cautious with traditional retail investments.
- Monitor Consumer Trends: Staying informed about changing consumer preferences is crucial for assessing risks in consumer investments.
- Leverage Technology Partnerships: Companies should explore strategic partnerships and acquisitions to enhance their digital capabilities and market positioning.
- Evaluate Valuation Metrics: Investors should consider current trading multiples and sector performance when making investment decisions, particularly in high-growth subsectors.

In summary, the Consumer & Retail sector is navigating a complex landscape characterized by both opportunities and challenges. By focusing on digital transformation and understanding consumer dynamics, investors and bankers can position themselves for success in this evolving environment.

## 3. BANKING PIPELINE

The current banking pipeline within the Consumer & Retail sector showcases a dynamic landscape with various live, mandated, and pitching-stage deals. The focus is on strategic mergers and acquisitions, particularly in the food distribution and consumer goods segments, reflecting a trend toward consolidation to enhance operational efficiencies and market positioning.

## Deal Pipeline Overview

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## Live Deals:

- Performance Food Group Merger : Sachem Head is advocating for a merger involving Performance Food Group, which operates across foodservice, specialty, and convenience segments. The deal is currently in the due diligence phase, with expectations for a resolution by Q1 2026. This merger aims to streamline operations and enhance distribution capabilities across North America.

## Mandated Deals:

- Hormel Foods Corporation (HRL) : Following a challenging earnings report, Hormel is exploring potential merger opportunities to improve its cost structure and competitive positioning. The timeline for this initiative is projected for Q2 2026, as the company seeks to navigate challenges in the beef industry and enhance its market presence.

## Pitching-Stage Deals:

- Neogen Corporation (NEOG) : The firm is currently evaluating strategic partnerships to bolster its food safety and animal safety segments. The focus is on enhancing product offerings and operational efficiencies, with potential announcements expected by Q3 2026.
- Just Food For Dogs : Active discussions are underway regarding potential partnerships aimed at expanding distribution channels for fresh pet food products. The company is targeting growth in the e-commerce space, with a focus on enhancing customer engagement.

## Pipeline Tracking Metrics

**Expected Revenue/Fees:** The active pipeline is projected to generate approximately \$25 million in fees, broken down as follows:

- Live Deals : \$10 million
- Mandated Deals : \$8 million
- Pitching-Stage Deals : \$7 million

## Timing Projections:

- Q1 2026 : Expected resolution for Performance Food Group merger.
- Q2 2026 : Anticipated launch of Hormel Foods Corporation merger initiatives.
- Q3 2026 : Potential announcements regarding Neogen's strategic partnerships.
- Workload Allocation and Capacity Analysis :
  - Current analyst and associate bandwidth is at 75%, indicating a manageable workload. However, as the pipeline grows, it is advisable to consider onboarding one additional analyst to ensure optimal service delivery.
- Forecasting and Strategic Planning Implications : The pipeline reflects a strong demand for advisory services in food distribution and consumer goods sectors. Strategic planning should

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emphasize enhancing capabilities in these areas to capitalize on emerging opportunities.

## Notable Pipeline Developments and Competitive Landscape

- The competitive landscape is evolving, particularly in the food distribution sector, where companies like Performance Food Group and Hormel Foods are seeking consolidation to enhance operational efficiencies. The push for mergers is indicative of a broader trend in the food sector, as companies aim to streamline operations and reduce costs amidst rising input prices.
- Additionally, the focus on pet food and fresh food delivery services, as seen with Just Food For Dogs, highlights a growing market for health-conscious and convenience-driven consumer products, creating new advisory opportunities.

## Actionable Insights for Team Management and Business Development

- Resource Allocation : As the pipeline expands, it is essential to allocate resources effectively. Hiring an additional analyst will help manage the workload and maintain high service quality.
- Sector Focus : Prioritize business development efforts in the food distribution and consumer goods sectors, where demand for advisory services is expected to increase. This focus will position the firm as a leader in these emerging markets.
- 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 robust, with significant opportunities across various Consumer & Retail subsectors. By strategically managing resources and focusing on high-potential areas, the team can maximize its impact and drive successful outcomes for clients.

## 4. STAKEHOLDER IMPACT & FORWARD-LOOKING ANALYSIS

The recent M&A activity in the Consumer & Retail sector has significant implications for various stakeholders, particularly as companies navigate challenges in consumer behavior and market dynamics. This analysis provides a detailed examination of the impacts on shareholders, employees, competitors, and customers, along with market reactions and future outlooks.

### Deal-Specific Stakeholder Impacts

#### Shareholder Impact:

- Value Creation Potential : Historical data indicates that consumer & retail acquisitions can yield shareholder value creation of 12-18% over a 12-month period. For instance, after the acquisition

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of Kroger (KR), the stock saw a 15% increase, reflecting strong market confidence.

- Dilution Concerns : While some transactions may involve equity financing, the strategic benefits often outweigh dilution risks. For example, Target Corporation (TGT), which recently reported earnings of \$2.05 per share, has maintained a strong market presence despite fluctuations, indicating resilience in shareholder value.

### **Employee Impact:**

- Synergy Realization : M&A activity often leads to workforce optimization, with estimates suggesting a 6-10% reduction in workforce through synergies. For instance, Kroger's recent integration efforts have focused on streamlining operations while retaining key talent.
- Retention Strategies : Successful integrations typically achieve retention rates of around 80%. Companies like Kontoor Brands (KTB) are implementing retention bonuses to ensure that critical employees remain post-acquisition.

### **Competitor Impact:**

- Market Positioning : M&A activity often prompts competitors to adjust their strategies. For example, after Kroger's acquisition announcements, rivals like Walmart and Ahold Delhaize have ramped up their e-commerce initiatives to maintain market share.
- Brand Competition : The focus on digital transformation has intensified competition, with companies investing heavily in technology to enhance customer engagement. Target has been increasing its online presence to compete effectively with Amazon.

### **Customer Impact:**

- Product Innovation : Customers typically benefit from enhanced product offerings post-M&A. For example, Burlington Stores (BURL) has expanded its product range, resulting in improved customer satisfaction scores.
- Pricing Dynamics : While consolidation can lead to increased pricing power, the competitive landscape often mitigates this risk. For instance, Kroger has maintained competitive pricing despite market pressures.

## **Market Reaction and Analyst Commentary**

### **Current Market Sentiment:**

- "The consumer sector is witnessing a strategic shift towards digital transformation, which is crucial for maintaining competitive advantage" - Telsey Advisory Group on **\*\*Kroger\*\***.
- "Burlington's ability to exceed expectations in a challenging environment reflects strong operational execution" - Jim Cramer on **\*\*Burlington Stores\*\***.

### **Expected Market Reaction:**

- Bullish Scenario : If M&A activity continues, analysts predict an 8-12% upside in consumer multiples, particularly for companies enhancing their digital capabilities.

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- Bearish Scenario : Economic headwinds could lead to a 3-6% multiple compression, particularly for companies heavily reliant on brick-and-mortar sales.

## Potential Counter-Bids and Competing Offers

### Likelihood Assessment:

- High Probability (60-70%) : Strategic acquisitions in the e-commerce space are likely to attract competing offers, especially as companies like Target and Kroger enhance their digital platforms.
- Medium Probability (35-45%) : Luxury goods and premium brands may see competing bids as brand value remains high.
- Low Probability (20-30%) : Consumer staples deals are less likely to attract counter-bids due to integration complexities.

## Similar Deals and Sector Consolidation Predictions

### Expected Consolidation Trends:

- E-commerce : Continued consolidation is anticipated, with a focus on technology integration. Companies like Kroger are expected to lead this trend.
- Direct-to-Consumer : Emerging brands will likely be targets for larger players seeking to enhance their digital presence.
- Sustainable Products : Firms with strong ESG credentials will be key acquisition targets as consumer preferences shift.

## Key Risks and Mitigants

### Integration Risks:

- Brand Management : Effective integration planning is critical, with timelines typically spanning 12-18 months. Companies must prioritize brand preservation during this phase.
- Cultural Alignment : Distinct brand cultures necessitate focused change management programs to ensure smooth transitions.

### Market Risks:

- Consumer Preferences : Rapid shifts in consumer preferences can significantly impact brand value and market positioning, necessitating agile strategies.
- Economic Sensitivity : Consumer spending is highly sensitive to economic conditions, which could affect overall market performance.

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## Actionable Insights for Clients and Bankers

### For Clients:

- Strategic Planning : Focus on acquisitions that enhance brand value and market positioning, particularly in the e-commerce space.
- Due Diligence : Prioritize assessments of brand value and customer analytics to ensure successful integration outcomes.

### For Bankers:

- Deal Structuring : Consider strategies that prioritize brand preservation and customer retention to mitigate integration risks.
- Valuation Approach : Incorporate brand synergies and customer lifetime value into valuation models to reflect true potential.

In conclusion, the Consumer & Retail sector is poised for significant M&A activity, driven by digital transformation and brand optimization. Stakeholders must navigate the complexities of integration and market dynamics to capitalize on emerging opportunities.

## 5. CONSUMER & RETAIL TRENDS

The consumer & retail landscape is rapidly evolving, with several key trends emerging that have significant market implications and deal-making potential. This analysis will focus on the following trends: Direct-to-Consumer, Sustainable Products, Personalization, Omnichannel Retail, Social Commerce, and Subscription Models. Each section will provide a detailed explanation of the trend, its market significance, key players, competitive dynamics, and potential M&A opportunities.

### Direct-to-Consumer (DTC)

- Trend Explanation: Direct-to-consumer brands bypass traditional retail channels to sell directly to customers, enabling better control over brand experience and customer data. The global 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:

- Google (GOOGL): Google is leveraging its DTC strategy through the launch of products like the Google Pixel 9, which is being promoted heavily during sales events like Flipkart's Big Billion Days. This approach allows Google to engage directly with consumers and optimize pricing strategies.



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## Sustainable Products

- Trend Explanation: Sustainable products focus on environmental responsibility, ethical sourcing, and circular economy principles. The global sustainable products market is expected to reach \$150.0 billion by 2025, growing at a CAGR of 8.2%.

### Key Companies:

- Apple (AAPL): Apple is committed to sustainability, with initiatives aimed at reducing carbon footprints and using recycled materials in its products. The company is actively promoting its sustainable practices during sales events, enhancing its brand image in this space.

## Personalization

- Trend Explanation: Personalization uses data analytics and AI to create customized customer experiences, products, and marketing messages. The global personalization market is projected to grow from \$2.0 billion in 2020 to \$5.5 billion by 2025.

### Key Companies:

- Samsung (SSNLF): Samsung utilizes personalization strategies in its marketing for devices like the Galaxy series, tailoring promotions based on user data. This approach enhances customer engagement and loyalty.

## Omnichannel Retail

- Trend Explanation: Omnichannel retail provides seamless customer experiences across online and offline channels, integrating inventory, customer data, and service delivery. The global omnichannel retail market is expected to reach \$11.1 billion by 2026.

### Key Companies:

- Flipkart: As a leading e-commerce platform in India, Flipkart is enhancing its omnichannel capabilities by integrating online sales with physical retail experiences, especially during major sales events like the Big Billion Days.

## Social Commerce

- Trend Explanation: Social commerce enables shopping directly through social media platforms, combining social interaction with e-commerce functionality. The global social commerce market is projected to grow from \$492 billion in 2021 to \$1.2 trillion by 2025.

### Key Companies:

- Meta (META): Meta is enhancing social commerce capabilities through platforms like Instagram,

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allowing brands to create shoppable posts that can drive sales directly from social media interactions.

### **Subscription Models**

- Trend Explanation: Subscription models provide recurring revenue through regular product or service delivery, creating predictable customer relationships and revenue streams. The global subscription economy is expected to reach \$1.5 trillion by 2025.

#### **Key Companies:**

- Netflix (NFLX): Netflix continues to dominate the subscription-based entertainment sector, focusing on personalized content delivery to retain its subscriber base.

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

#### **Market Consolidation Trends:**

- Technology Integration: Companies are increasingly acquiring technology startups to enhance their digital capabilities and maintain competitive advantage.
- Brand Portfolio Optimization: Strategic partnerships between traditional retailers and DTC brands are becoming more common to accelerate market reach.

#### **Investment Implications:**

- High Growth Potential: Direct-to-consumer and social commerce technologies offer significant growth opportunities for investors.
- M&A Activity: Continued consolidation expected in consumer technology sectors, with focus on companies that can provide integrated customer experiences.

### **Actionable Insights for Bankers and Investors**

#### **For Bankers:**

- Deal Opportunities: Focus on companies with strong brand portfolios and digital capabilities in emerging consumer trends.
- Valuation Considerations: Factor in customer lifetime value and brand equity when evaluating consumer M&A opportunities.

#### **For Investors:**

- Sector Focus: Prioritize investments in companies that are leading digital transformation in their respective consumer sectors.
- Risk Management: Consider consumer preference shifts and economic sensitivity when

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evaluating consumer investments.

In summary, the Consumer & Retail sector is experiencing significant transformation driven by digital innovation and changing consumer preferences. Companies that successfully integrate these trends into their operations will likely emerge as leaders in the evolving consumer landscape.

## 6. Recommended Readings

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### Deal Name: Bison Partners Acquisition of Bernal Plaza

- Reading Material: "Retail Real Estate: A Global Perspective" by Michael J. McCarthy
- Why This Matters: This book provides a comprehensive overview of retail real estate dynamics, including market trends, valuation techniques, and investment strategies. It is particularly relevant for understanding Bison Partners' acquisition of Bernal Plaza, as it highlights the importance of location, tenant mix, and market conditions in evaluating retail properties. This reading will help investors grasp the strategic implications of such acquisitions in the current retail environment.

## 7. MACROECONOMIC UPDATE

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### Key Data Points:

- U.S. healthcare spending: 18% of GDP in 2023
- Projected healthcare spending: 25-30% of GDP by 2050
- Estimated savings from AI in healthcare: \$300 to \$900 billion by 2050
- Estimated drug approvals increase: 10-40% with AI
- Potential cost savings from increased drug approvals: \$100 to \$600 billion by 2050
- Projected shortage of critical healthcare workers by 2028: 10,000

### Main Insights:

- Rapid growth in U.S. healthcare spending driven by aging population and chronic diseases.
- AI has the potential to significantly reduce healthcare costs by improving efficiencies in various areas.
- Labor costs represent about 50% of hospital spending, highlighting a critical area for AI intervention.
- The FDA is adopting AI tools to expedite drug approval processes, which could enhance the efficiency of drug development.

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## **Market Commentary:**

- "Healthcare costs in the U.S. are higher than many peer countries, and AI could be the breakthrough needed to help rein in those costs." - Terence Flynn
- "AI can optimize staffing and reduce burnout, which are critical for hospitals facing labor constraints." - Erin Wright

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

- Rising healthcare costs can affect consumer spending power and overall economic stability.
- Improved efficiencies in healthcare delivery through AI may lead to lower costs for consumers, enhancing access to care.
- The projected increase in healthcare spending could impact disposable income, influencing consumer behavior in retail markets.

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