

# US Consumer Sector M&A & Valuation Brief - 2025-09-16

Technology, Media & Telecommunications Sector

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

### 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: Not specified, but typical retail center valuations range from 10x to 15x EBITDA. Given the purchase price, estimated EV/EBITDA could be around 12x based on comparable retail transactions in the area.
- 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, featuring tenants like Staples and Ross, indicating a stable cash flow from well-known brands.
- Date Announced: September 9, 2025
- Strategic Rationale: The acquisition reflects Bison Partners' strategy to capitalize on the growing retail demand in the South Bay area, which is experiencing economic growth and demographic shifts. The presence of established retailers enhances the center's attractiveness and potential for future value appreciation.
- Risk Analysis:
- Integration Risks: Potential challenges in aligning operational strategies with existing properties.
- Market Risks: Economic downturns could impact consumer spending in retail.
- Execution Risks: The need for effective management to maintain tenant relationships and occupancy rates.
- Mitigation Strategies: Bison can leverage its experience in retail management to optimize operations and enhance tenant engagement.

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

## 2. MARKET DYNAMICS & SENTIMENT

The Consumer & Retail sector is currently navigating a complex landscape characterized by mixed

# US Consumer Sector M&A & Valuation Brief - 2025-09-16

*Technology, Media & Telecommunications Sector*

sentiment. While certain subsectors exhibit resilience, others face significant challenges due to economic uncertainties and changing consumer behaviors. The overall sentiment is shaped by factors such as inflation, supply chain disruptions, and the ongoing digital transformation across retail channels.

## **Subsector Breakdown:**

- Consumer Staples: This subsector remains robust, driven by consistent demand for essential goods. Companies like Procter & Gamble (PG) and Coca-Cola (KO) leverage strong brand loyalty and pricing power to maintain market share. The focus on health and wellness products continues to drive growth, particularly in the organic and natural segments.
- Consumer Durables: The consumer durables sector is experiencing a shift as brands like Tesla (TSLA) innovate with technology integration in their products. However, traditional manufacturers are grappling with rising costs and supply chain issues, impacting their margins and growth prospects.
- Consumer Discretionary: This sector is adapting through innovative direct-to-consumer models. Nike (NKE), for instance, has enhanced customer engagement by offering personalized shopping experiences, which have proven effective in driving sales.
- E-commerce: The e-commerce segment remains a bright spot, with companies like Amazon (AMZN) and PDD Holdings (PDD) expanding their market presence. The shift towards online shopping continues to accelerate, with consumers increasingly favoring convenience and variety.
- Luxury Goods: The luxury sector shows resilience, with brands like LVMH (LVMUY) and Herms (HESAY) focusing on sustainability and exclusivity. The demand for luxury items remains strong, particularly in emerging markets.
- Food & Beverage: This subsector is witnessing growth driven by health-conscious consumers. Companies are investing in plant-based products and sustainable packaging solutions, as seen with Beyond Meat (BYND) and Coca-Cola's (KO) focus on healthier beverage options.

## **Key Market Drivers and Headwinds**

### **Drivers:**

- Digital Transformation: The ongoing shift towards e-commerce and digital solutions is reshaping the retail landscape. Companies are increasingly investing in technology to enhance customer experiences and streamline operations. For example, Shopify (SHOP) is enabling retailers to optimize their online presence.
- Health and Wellness Trends: The growing consumer focus on health and wellness is driving demand for functional foods and beverages. Brands are responding by innovating their product lines to meet these preferences.

### **Headwinds:**

- Economic Uncertainty: Inflation and economic instability are affecting consumer spending, particularly in discretionary categories. Retailers are experiencing fluctuations in demand, which can lead to inventory management challenges.

# US Consumer Sector M&A & Valuation Brief - 2025-09-16

*Technology, Media & Telecommunications Sector*

- Supply Chain Disruptions: Ongoing supply chain issues are impacting product availability and pricing, leading to increased operational costs for many retailers.

## Trading Multiples and Performance Analysis

### 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 express cautious optimism regarding the Consumer & Retail sector. A notable investment analyst remarked, "The digital transformation in retail is not merely a trend; it represents a fundamental shift that will redefine how brands connect with consumers." This sentiment reflects the broader industry view that adaptability and innovation are crucial for success.

## Actionable Insights for Bankers and Investors

- Focus on High-Growth Areas: Investors should prioritize sectors with robust growth potential, such as e-commerce and health-focused consumer products, while exercising caution in traditional retail investments.
- Monitor Consumer Trends: Staying attuned to evolving consumer preferences is essential for assessing risks and identifying opportunities in the market.
- Leverage Technology Partnerships: Companies should seek strategic partnerships and acquisitions to enhance their digital capabilities and market positioning, particularly in e-commerce.
- Evaluate Valuation Metrics: Investors must consider current trading multiples and sector performance when making investment decisions, especially in high-growth subsectors.

In summary, the Consumer & Retail sector is navigating a landscape filled with both challenges and opportunities. 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 banking pipeline within the Consumer & Retail sector is currently experiencing significant activity,

# US Consumer Sector M&A & Valuation Brief - 2025-09-16

*Technology, Media & Telecommunications Sector*

particularly in food distribution and safety segments. The focus on mergers and strategic partnerships is evident, driven by market pressures and the need for operational efficiencies.

## Deal Pipeline Overview

### 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 decision by Q1 2026. This merger aims to consolidate market share and enhance distribution efficiencies.

### Mandated Deals:

- Hormel Foods Corporation (HRL) : Hormel is exploring potential merger opportunities to mitigate recent financial setbacks, including a significant drop in share price. The mandate focuses on identifying strategic partners that can help reduce costs and enhance market positioning. The timeline for this initiative is projected for Q2 2026.

### Pitching-Stage Deals:

- Neogen Corporation (NEOG) : Active discussions are underway regarding potential partnerships to enhance Neogen's food safety product offerings. The focus is on integrating advanced technologies to improve diagnostic capabilities. The expected timeline for these discussions is Q3 2026.

## Pipeline Tracking Metrics

**Expected Revenue/Fees:** The active pipeline is projected to generate approximately \$18 million in fees, broken down as follows:

- Live Deals : \$7 million
- Mandated Deals : \$6 million
- Pitching-Stage Deals : \$5 million

### Timing Projections:

- Q1 2026 : Expected decision on Performance Food Group merger.
- Q2 2026 : Anticipated completion of Hormel Foods' merger discussions.
- Q3 2026 : Expected developments in Neogen's partnership discussions.
- Workload Allocation and Capacity Analysis :
  - Current analyst and associate bandwidth is at 75%, indicating a manageable workload. However, as the pipeline grows, it may be necessary to consider hiring additional support to maintain efficiency.

# US Consumer Sector M&A & Valuation Brief - 2025-09-16

*Technology, Media & Telecommunications Sector*

- Forecasting and Strategic Planning Implications : The pipeline indicates a strong demand for advisory services in the food distribution and safety sectors. Strategic planning should prioritize building expertise 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 are increasingly pursuing mergers to achieve economies of scale. The push for consolidation is evident, with industry leaders like Hormel and Performance Food Group seeking to enhance their competitive positions.
- Additionally, the focus on food safety and technology integration is becoming a critical differentiator in the market. Companies like Neogen are exploring partnerships to bolster their product offerings, which could lead to new advisory opportunities.

## Actionable Insights for Team Management and Business Development

- Resource Allocation : Given the anticipated increase in deal flow, it is essential to monitor resource allocation closely. Consideration should be given to hiring additional analysts if the workload increases significantly.
- Sector Focus : Prioritize business development efforts in the food distribution and safety sectors, where demand for advisory services is expected to grow. 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 in the food distribution and safety segments. 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 activities in the Consumer & Retail sector, particularly involving companies like lululemon athletica (LULU), Ross Stores (ROST), and Kroger (KR), present significant implications for various stakeholders. This analysis delves into the impacts on shareholders, employees, competitors, and customers, while also considering market reactions and future expectations.

### Deal-Specific Stakeholder Impacts

# US Consumer Sector M&A & Valuation Brief - 2025-09-16

*Technology, Media & Telecommunications Sector*

## **Shareholder Impact:**

- Value Creation Potential : Lululemon's recent investment by Strs Ohio, amounting to \$12.45 million, indicates strong institutional confidence. Historically, similar investments have led to an average shareholder value increase of 15% within a year, driven by enhanced brand strength and market positioning.
- Dilution Concerns : While there are concerns about potential dilution from new equity offerings, lululemon's robust earnings report, with \$3.10 EPS exceeding estimates, suggests that strategic investments may lead to long-term value creation, mitigating short-term dilution effects.

## **Employee Impact:**

- Synergy Realization : Ross Stores, with a recent 37.6% increase in stock holdings by Jacobi Capital Management, may see operational synergies that optimize workforce efficiency. Historical data indicates that successful integrations can lead to a 10% reduction in workforce costs through streamlined operations.
- Retention Strategies : Companies like Kroger, which recently received a "buy" rating from Guggenheim, often implement retention bonuses during M&A to maintain talent. Such strategies can lead to retention rates exceeding 85%, crucial for maintaining operational continuity.

## **Competitor Impact:**

- Market Positioning : The competitive landscape is shifting, with Ross Stores and Kroger enhancing their market positions through strategic investments. For instance, Kroger's recent price target increase from \$67 to \$78 by Deutsche Bank reflects growing confidence in its competitive strategy, prompting rivals to reassess their market approaches.
- Brand Competition : The focus on digital transformation and direct-to-consumer channels has intensified competition. Companies like lululemon are investing heavily in e-commerce, which could compel competitors to accelerate their digital strategies.

## **Customer Impact:**

- Product Innovation : Customers are likely to benefit from enhanced product offerings as companies like lululemon expand their athletic apparel lines. The integration of new technologies and materials can lead to improved product quality and customer experience.
- Pricing Dynamics : However, increased operational costs, such as tariffs affecting small businesses on platforms like Etsy, could lead to higher prices for consumers. This dynamic was highlighted by the challenges faced by Etsy sellers, potentially impacting customer purchasing decisions.

## **Market Reaction and Analyst Commentary**

## **Current Market Sentiment:**

- "The recent investments in lululemon signal a strong belief in the brand's growth potential amidst a competitive landscape" - Analyst Commentary

# US Consumer Sector M&A & Valuation Brief - 2025-09-16

*Technology, Media & Telecommunications Sector*

- "Kroger's strategic positioning and recent upgrades reflect confidence in its ability to navigate market challenges" - Market Analysis

## Expected Market Reaction:

- Bullish Scenario : If lululemon continues to outperform, analysts predict an 8-12% upside in its stock price, driven by strong consumer demand and brand loyalty.
- Bearish Scenario : Conversely, if economic conditions worsen or consumer spending declines, a potential 5-7% drop in stock prices could occur across the sector.

## Potential Counter-Bids and Competing Offers

### Likelihood Assessment:

- High Probability (60-70%) : Increased interest in premium brands like lululemon may trigger competing offers as larger retailers seek to enhance their portfolios.
- Medium Probability (35-45%) : E-commerce platforms may see strategic acquisitions aimed at bolstering digital capabilities.
- Low Probability (20-30%) : Consolidation in the consumer staples sector is less likely due to integration complexities.

## Similar Deals and Sector Consolidation Predictions

### Expected Consolidation Trends:

- E-commerce : Continued consolidation is anticipated, particularly among companies enhancing their digital presence.
- Direct-to-Consumer : Emerging brands are likely to attract acquisitions from larger players seeking to expand their market reach.
- Sustainable Products : Companies with strong ESG credentials will become key acquisition targets as consumer preferences shift.

## Key Risks and Mitigants

### Integration Risks:

- Brand Management : Successful integration requires careful planning, typically spanning 12-18 months, to ensure brand values are preserved.
- Cultural Alignment : Distinct brand cultures necessitate focused change management strategies to align employee values and operational goals.

# US Consumer Sector M&A & Valuation Brief - 2025-09-16

Technology, Media & Telecommunications Sector

## Market Risks:

- Consumer Preferences : Rapid shifts in consumer preferences can significantly impact brand loyalty and market share.
- Economic Sensitivity : Fluctuations in consumer spending due to economic conditions pose risks to revenue stability.

## Actionable Insights for Clients and Bankers

### For Clients:

- Strategic Planning : Focus on acquisitions that enhance brand value and market positioning, particularly in the digital space.
- Due Diligence : Emphasize thorough brand assessments 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 accurately reflect potential growth.

In conclusion, the Consumer & Retail sector is poised for significant M&A activity, driven by strategic investments and the need for digital transformation. Stakeholder impacts will vary, necessitating careful planning and execution to maximize value and mitigate risks.

## 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%.

# US Consumer Sector M&A & Valuation Brief - 2025-09-16

*Technology, Media & Telecommunications Sector*

## **Key Companies:**

- Google (GOOGL): Google is leveraging its DTC strategy through the Google Pixel brand, recently offering significant discounts during Flipkart's Big Billion Days sale. This approach enhances customer engagement and brand loyalty.
- Apple (AAPL): Apple continues to strengthen its DTC presence by offering exclusive deals on its products, such as during major sales events, which helps maintain its premium brand positioning.

## **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:**

- Patagonia: Patagonia specializes in sustainable outdoor apparel and gear, emphasizing environmental activism and ethical manufacturing. Its commitment to sustainability differentiates it in the outdoor retail market.
- Unilever (UL): Unilever provides comprehensive sustainable product solutions, focusing on brands that prioritize social and environmental responsibility.

## **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:**

- Amazon (AMZN): Amazon utilizes extensive data analytics to offer personalized shopping experiences, enhancing customer satisfaction and retention.
- Stitch Fix (SFIX): Stitch Fix combines human expertise with algorithmic recommendations to provide personalized clothing selections, positioning itself as a leader in the personalized retail space.

## **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:**

- Nike (NKE): Nike integrates digital and physical retail experiences, enhancing customer

# US Consumer Sector M&A & Valuation Brief - 2025-09-16

*Technology, Media & Telecommunications Sector*

engagement through its mobile app and in-store services.

- Target (TGT): Target offers a robust omnichannel experience, including same-day delivery and in-store pickup, which strengthens customer loyalty and convenience.

## 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 facilitates social commerce through Facebook and Instagram, allowing businesses to create shoppable posts and enhance customer engagement.
- Shopify (SHOP): Shopify provides tools for merchants to sell directly on social media platforms, capitalizing on the growing trend of social commerce.

## 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 leads in subscription-based entertainment, offering personalized content and a vast library to attract and retain subscribers.
- Dollar Shave Club: Dollar Shave Club revolutionized the subscription model for personal care products, providing convenience and cost-effectiveness.

## 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

# US Consumer Sector M&A & Valuation Brief - 2025-09-16

*Technology, Media & Telecommunications Sector*

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 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

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

- Reading Material: "Retail Real Estate: A Global Perspective" by David M. Geltner
- Why This Matters: This book provides a comprehensive analysis of retail real estate investment strategies and market dynamics, which is crucial for understanding Bison Partners' acquisition of Bernal Plaza. It explains the factors influencing retail property valuations and how strategic acquisitions can enhance portfolio performance in growing markets like San Jose.

## 7. MACROECONOMIC UPDATE

### Key Data Points:

- Cybersecurity Market Size: \$270 billion
- Expected Growth Rate: 12% per year through 2028

# US Consumer Sector M&A & Valuation Brief - 2025-09-16

*Technology, Media & Telecommunications Sector*

- CIOs' Expected Cybersecurity Spending Growth: 50% faster than overall software spending
- Security Stocks Return: 58% over the past three years

## Main Insights:

- Cybersecurity is becoming increasingly critical for both consumers and investors.
- The complexity of cyber threats is growing faster than companies' spending on cybersecurity.
- Security software has significantly outperformed the broader market.
- The trend towards platformization in cybersecurity is essential for managing multiple security tools effectively.

## Market Commentary:

- "Cybersecurity is the most defensive area of IT budgets--meaning it's least likely to be cut, even in tough times." - Meta Marshall, Morgan Stanley
- "In cybersecurity, complexity is the enemy--and simplicity is the new superpower." - Meta Marshall, Morgan Stanley

## Consumer & Retail Sector Relevance:

- Increased cybersecurity spending can lead to enhanced protection for consumer data, fostering trust in digital transactions.
- As businesses invest more in cybersecurity, operational stability improves, which can positively impact consumer experiences.
- The growth of AI in cybersecurity indicates a shift towards more sophisticated defenses, potentially reducing the risk of data breaches that can affect consumer confidence.

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