

# Europe Consumer Sector M&A & Valuation TLDR - 2025-10-16

## Europe Consumer Sector

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### 1. 30-Second TL;DR

- Bouygues Telecom, Free-iliad Group, and Orange submitted a joint offer for Altice's activities in France to consolidate market position, though deal size is undisclosed.
- Stellantis announced a \$13 billion investment to expand U.S. manufacturing, focusing on electric vehicles.
- The Consumer & Retail sector shows cautious optimism, with average EV/EBITDA multiples around 15.2x for staples and 11.8x for durables, driven by digital transformation but tempered by economic uncertainties.

### 2. 1-Minute TL;DR

- Bouygues Telecom, Free-iliad Group, and Orange's joint offer for Altice aims to strengthen their competitive stance in the French telecom market, enhancing service offerings and cost efficiencies, though specific financials are not disclosed.
- Stellantis' \$13 billion investment in U.S. manufacturing is its largest to date, aimed at boosting production capacity and electric vehicle offerings amidst growing competition from Tesla and BYD.
- The Consumer & Retail sector reflects cautious optimism, with average EV/EBITDA multiples of 15.2x for staples and 11.8x for durables. Key drivers include digital transformation and AI investment, while headwinds consist of economic uncertainty and supply chain challenges.

### 3. 2-Minute TL;DR

- Bouygues Telecom, Free-iliad Group, and Orange submitted a joint non-binding offer for Altice's activities in France, aiming to consolidate their market positions against competitors like SFR. The strategic rationale focuses on enhancing competitive positioning and operational synergies, although risks include regulatory scrutiny and integration challenges.
- Stellantis announced a \$13 billion investment to expand its U.S. manufacturing capabilities, marking its largest investment in the region. This move aims to increase production capacity by 50% and enhance electric vehicle offerings, critical for maintaining competitiveness against rivals like Tesla.

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Risks include potential delays and challenges in meeting production targets.

- The Consumer & Retail sector is experiencing cautious optimism, with average EV/EBITDA multiples of 15.2x for consumer staples and 11.8x for consumer durables. High-growth areas like e-commerce and direct-to-consumer brands are attracting investor interest, while traditional sectors face challenges from economic uncertainties and supply chain disruptions.
- Key market drivers include digital transformation and robust investment in AI, while headwinds consist of inflation and ongoing supply chain challenges. Analysts predict continued consolidation in the sector, emphasizing the importance of adapting to changing consumer preferences and leveraging technology for growth.