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# Market Update

## Consumer Product Goods

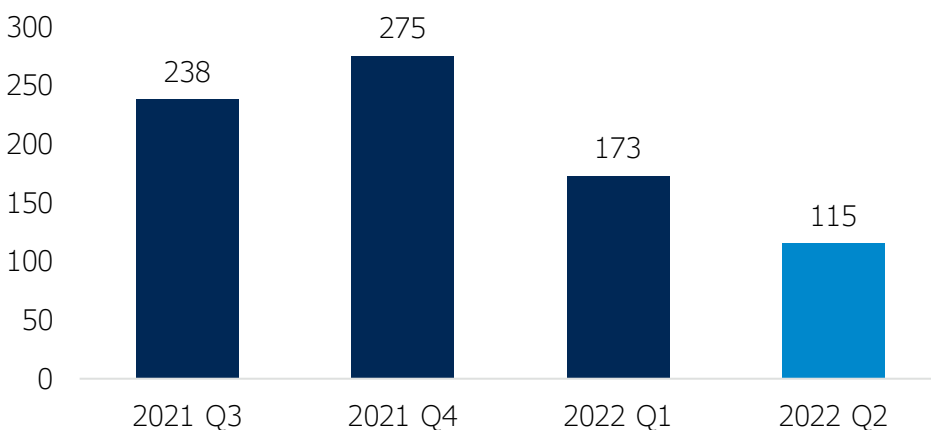
### Consumer Goods Overview

The consumer goods industry heavily relies on the economy and consumers' willingness to purchase goods. The Market update combines consumer goods into two categories: durables (longer lifespan) vs. non-durables (shorter lifespan). Over the past two years, large amounts of capital were poured into the economy to fuel consumer demand. The demand, in conjunction with COVID implications, created instability within the supply chain. The net-net is that this proved very difficult to understand consumer businesses. The underlying variables are that investors could not get comfortable with the macro variables within the consumer industry. According to a survey done by Grant Thornton, 57% of respondents indicated that supply chain constraints have delayed or halted M&A plans.

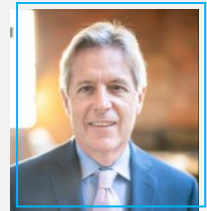
As a result of physical restraints put on the public by the pandemic, consumer behavior has seen a drastic change that has sustained even as the world returns to normalcy. Brick-and-mortar stores are beginning to fall out of favor with companies that have implemented an e-commerce retailing strategy. Over the past decade, total e-commerce retail spending has increased two-fold. The 14.6% pre-pandemic e-commerce share of total retail sales is now up to 21.0%, highlighting both the acceleration COVID has had on this otherwise evolving trend and the importance of businesses in the consumer product industry making this transition.

Focus on consumer skincare and health has sustained as another resulting trend of these pandemic-induced restraints, a shift from the previous popularity of chemical-heavy products. Personal care consumer product firms have seen this as an enticing opportunity to develop organically crafted products, labeling this movement "clean beauty".

# of M&A Deals - Consumer Goods



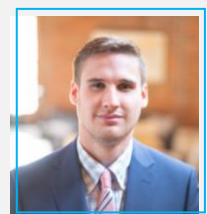
### Sector Coverage Team



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## Q2 2022 Notable Consumer Goods Transactions

### Nutrafol acquired by Unilever



**NUTRAFOL**

Nutrafol is a developer of nutraceutical supplements designed for healthy hair growth for men and women. The company's hair loss nutraceutical supplement offers natural, healthy, and effective technology for hair loss and poor hair health which harnesses the restorative powers of special botanicals that work synergistically to combat stress, hormonal imbalances, aging, and free radicals, enabling users to have a ready-made option for taking care of their hair.

**Date:** May 2022

**Deal Type:** M&A

**Target HQ:** U.S.

### TSG Consumer acquired by Cadogan Tate



**Cadogan Tate**

Cadogan Tate is a packing and logistics company based in London, United Kingdom. The company specializes in moving and storing personal possessions, commercial assets, valuable works of art and priceless furnishings for individuals, companies, auction houses, galleries, collectors and interior designers. It also provides art services and storage and interior design services.

**Date:** May 2022

**Deal Type:** M&A

**Target HQ:** U.S.

## 7MA Consumer Goods Transaction

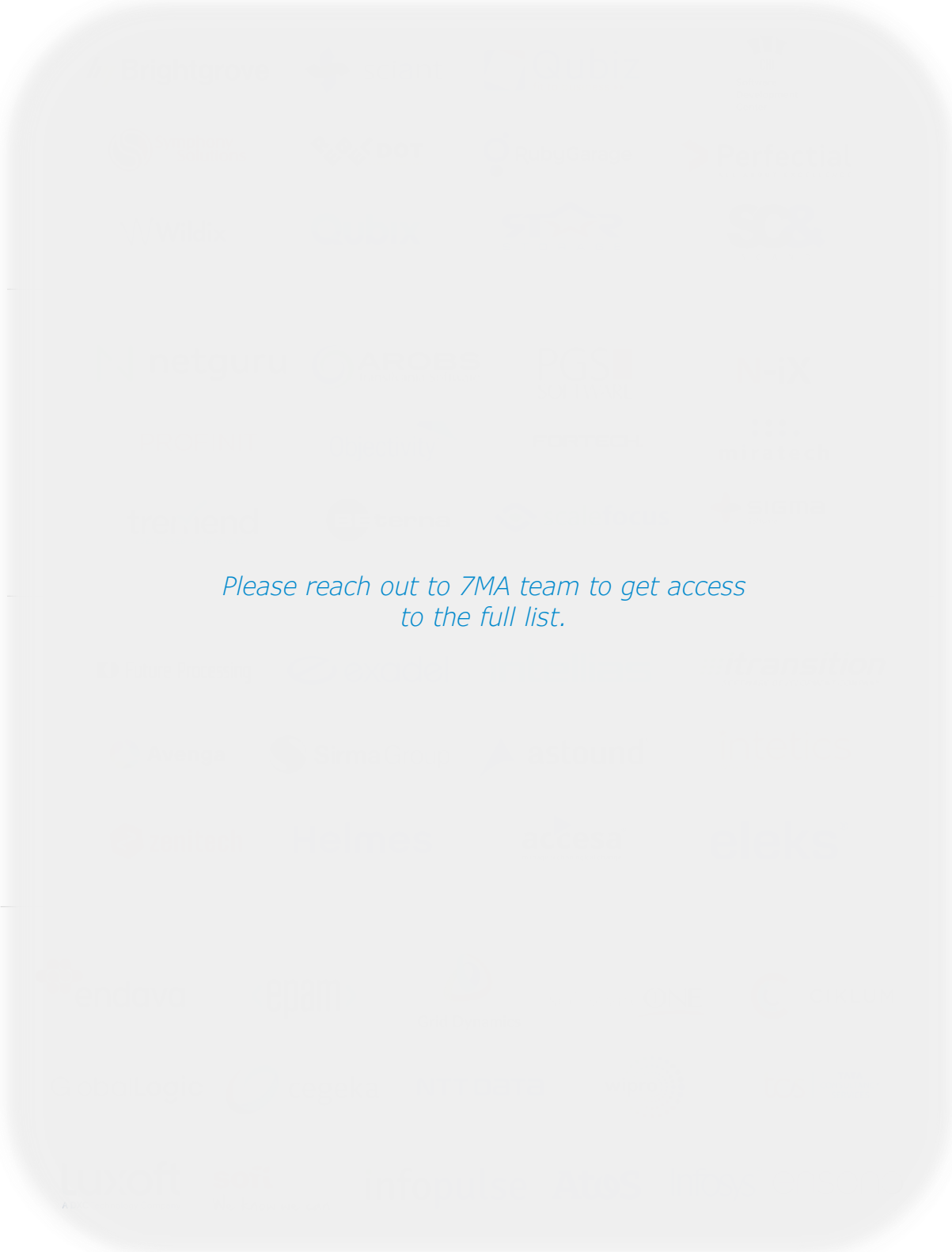
### Green Global Holdings, LLC acquired by \$3b Market Cap Multinational Company



The Company focuses on the development of a new concept for household and industrial cleaning products based upon sustainable and "Green" chemistry formulations within the Household Cleaning, Personal Care, Pet, and Institutional markets.

Green Global Holdings features four innovative technology platforms: Hydrogen Peroxide, Probiotics, Degreasers, and Personal Care - all of which have been successfully formulated, patented, and designed to achieve EPA registrations and/or comply with FDA guidelines. Importantly, the Company's Hydrogen Peroxide products meet the EPA's criteria for use against SARS-COV-2, the virus that causes COVID-19.

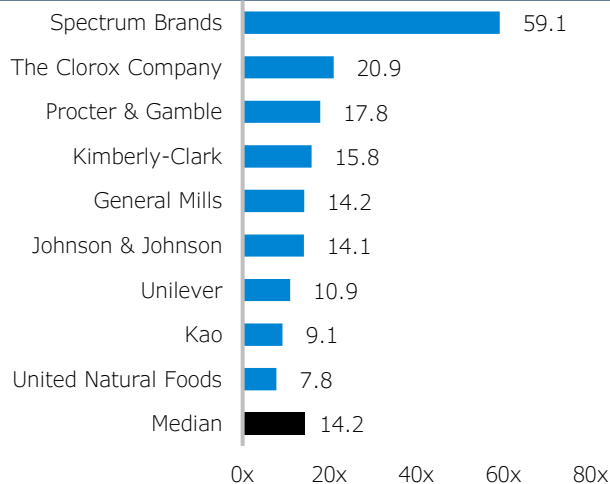
## Sq. Feet



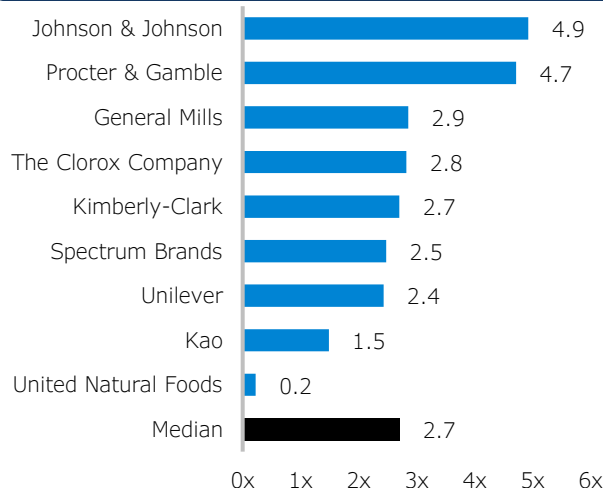
## Publicly-traded Consumer Product Goods Companies – Q2 2022

Company	TEV \$m	LTM EBITDA \$m	LTM Rev \$m	Rev Growth YoY	GP %	EBITDA %	TEV / Rev X	TEV / EBITDA X	# FTEs	Rev / FTE \$k
Johnson & Johnson	466,939	33,136	94,880	12.7%	68.0%	34.9%	4.9x	14.1x	144,300	658
Procter & Gamble	374,923	21,016	79,618	6.3%	48.3%	26.4%	4.7x	17.8x	101,000	788
Unilever	150,417	13,788	62,004	3.4%	42.3%	22.2%	2.4x	10.9x	148,000	419
Kimberly-Clark	53,420	3,374	19,792	4.9%	29.9%	17.0%	2.7x	15.8x	45,000	440
General Mills	53,102	3,752	18,625	0.0%	33.4%	20.1%	2.9x	14.2x	35,000	532
The Clorox Company	20,045	959	7,108	-5.5%	35.8%	13.5%	2.8x	20.9x	9,000	790
Kao	19,066	2,088	12,862	5.9%	39.4%	16.2%	1.5x	9.1x	44,722	288
Spectrum Brands	6,741	114	2,728	10.0%	25.0%	4.2%	2.5x	59.1x	12,100	225
United Natural Foods	6,165	795	27,802	1.4%	14.7%	2.9%	0.2x	7.8x	28,300	982
<b>Average</b>	<b>127,868</b>	<b>8,780</b>	<b>36,158</b>	<b>4.3%</b>	<b>37.4%</b>	<b>17.5%</b>	<b>2.7x</b>	<b>18.9x</b>	<b>63,047</b>	<b>569</b>
<b>Median</b>	<b>53,102</b>	<b>3,374</b>	<b>19,792</b>	<b>4.9%</b>	<b>35.8%</b>	<b>17.0%</b>	<b>2.7x</b>	<b>14.2x</b>	<b>44,722</b>	<b>532</b>

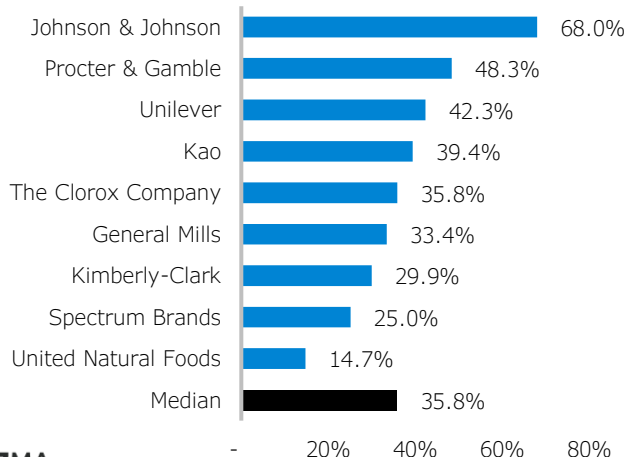
### TEV / EBITDA X



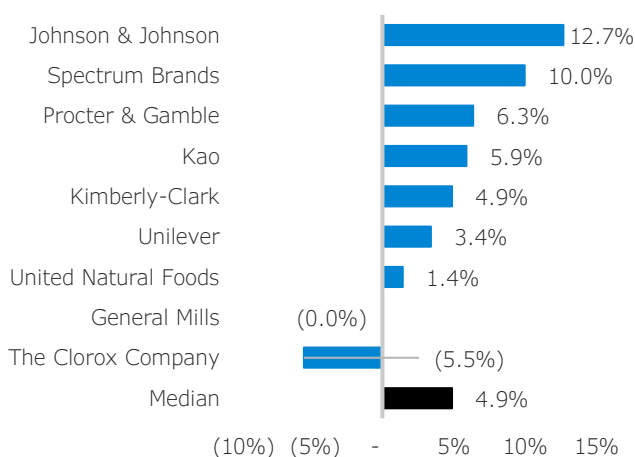
### TEV / Rev X



### Gross Margin %



### Rev Growth YoY



## Q2 2022 M&amp;A Transactions – Consumer Products

Date	Target	Buyer / Investor	Target Description
June			<ul style="list-style-type: none"> <li>• Developer of trade promotion solution for CPG and FMCG industries based in Kennesaw, Georgia. The company offers simple, easy-to-use TPx solutions intended to help consumer goods companies with the tools to plan, execute and analyze all aspects of the TPM cycle and drive revenue growth by increasing the efficiency of their trade spend budgets.</li> </ul>
June			<ul style="list-style-type: none"> <li>• Manufacturer and supplier of alcoholic beverages intended to offer flavored drinks and spirits. The company's beverages are marketed and distributed as premium spirits through its network distributors and retail partners, thereby offering customers a smooth taste that is preferred for sipping and pairing with food.</li> </ul>
April			<ul style="list-style-type: none"> <li>• Producer of confectionery products based in Mexico. The company offers lollipops, marshmallows, chocolates and gummies through traditional trade, supermarkets as well as convenience stores.</li> </ul>
April			<ul style="list-style-type: none"> <li>• Manufacturer of natural hair care and personal products focused on improving the hair quality of customers. The company offers personal care products for haircare including shampoos, conditioners, vitamins, along with pet care and face and body care products that contain natural and organic ingredients, therefore enabling to provide quality products to customers.</li> </ul>

7MA provides Investment Banking & Advisory Services to the Business Services and Technology Industries globally. We advise on M&A and private capital transactions and provide market assessments and benchmarking. As a close-knit team with a long history together and a laser focus on our target markets, we help our clients sell their companies, raise capital, grow through acquisitions, and evaluate new markets. All securities transactions are executed by 7M Securities, LLC, member FINRA / SIPC. For more information, including research on the M&A markets, visit [www.7mileadvisors.com](http://www.7mileadvisors.com).



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## Notable 7 Mile Transactions

