

# How much are companies worth in the Consumer sector?

Three key factors can give private company owners an indication of their valuation:

**1 The Enterprise Value to EBITDA multiples on which comparable listed companies are trading**

Comparing this metric with similar companies in your sector gauges where your business stands in terms of valuation.

**2 The multiple of EBITDA paid by acquirers of comparable companies**

Provides insight into market trends and corroborates the value derived from listed company analysis.

**3 The volume of completed mergers and acquisitions ("M&A") transactions**

The number of deals completed in your sector indicates future market activity and demand.

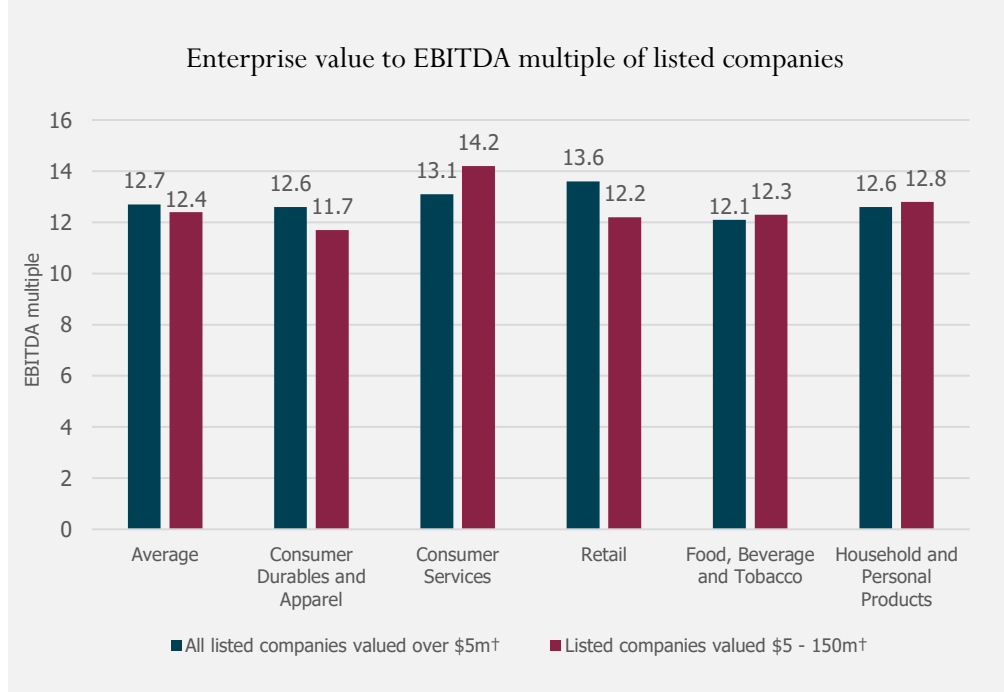
## How has the global market for consumer companies performed in the second half of 2024 against these indicators?

1

At the end of H2 2024, the global, all market average Enterprise Value to EBITDA\* multiple for listed Consumer companies was **12.7x**.†

Within the Consumer sector, average trading multiples for all listed companies varied between **12.1x** and **13.6x** across the range of sub-sectors.

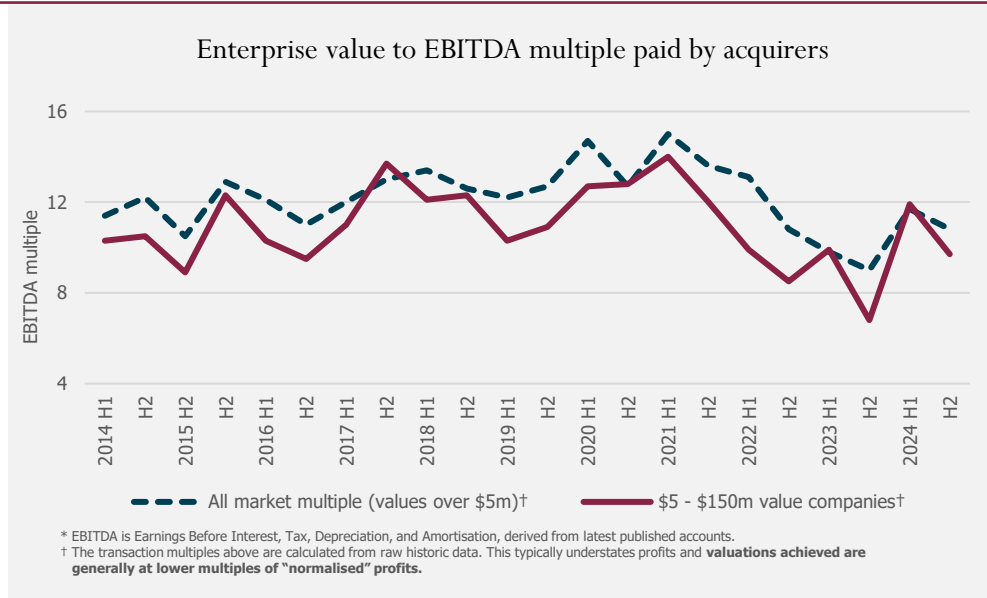
On average, sub \$150m companies traded at a slight discount to all listed companies.



2

The average enterprise value to EBITDA\* multiple paid globally in all Consumer transactions to acquire control of companies has decreased over the last six months. It currently stands at **10.8x**.†

When reviewing these multiples, we break out companies valued in the range \$5-\$150m, as they tend to have unique attributes which affect their valuation. The multiple for these transactions currently stands at **9.7x**.

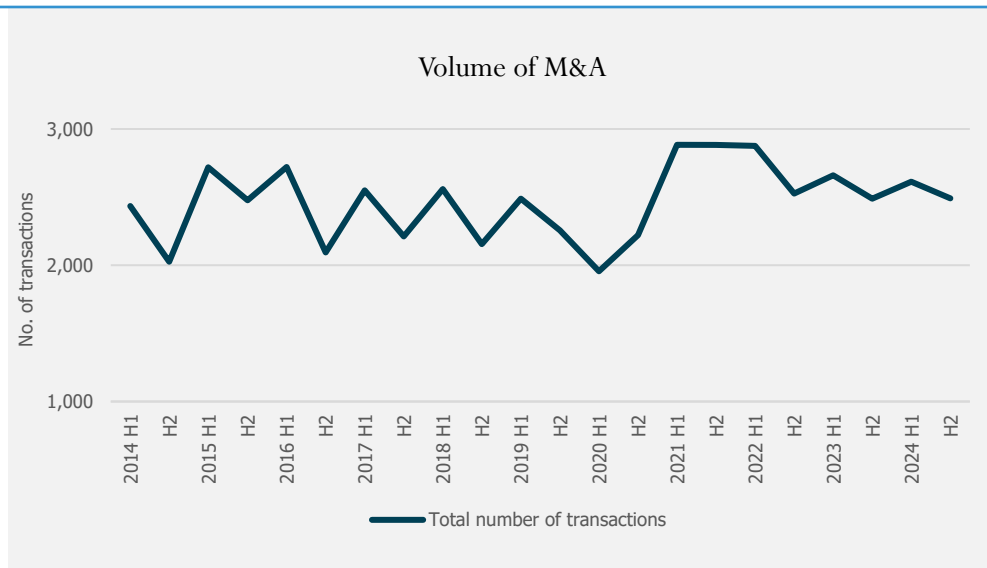


Meet Our Global Consumer Sector Specialists:

Our specialists understand the unique dynamics of your industry. Click [here](#) to meet our team and discover how their expertise can help enhance your business's value.

3

In H2 2024, there were 2,492 transactions globally in the Consumer sector. This is a decrease on the previous six months, when there were 2,614 transactions.



Learn More About Our Success Rates:

Corbett Keeling strives to achieve the "3Cs" for every client: the optimal mix of cash, certainty and chemistry. Click [here](#) to learn how our approach has led to a 40% uplift in sale value for our clients, with a 90% deal completion rate.

# How can you increase the value of your business?

While valuation metrics give a good indication of your company's worth, they are only one piece of the puzzle. Private companies are typically valued at a discount compared to listed counterparts. However, optimising specific areas within your business can significantly enhance its value.

Our **Positioning and Readiness Optimisation (PRO) Review** provides business owners with a clear understanding of their current valuation and potential worth if value-adding strategies are implemented.

## Key features of the PRO Review:

- **Valuation Analysis:** A rigorous assessment of your business's current value and its optimised valuation if recommended strategies are implemented.
- **Identifying Key Selling Messages:** Helps identify and develop the aspects of your business that will most appeal to buyers.
- **Readiness Assessment:** Evaluates your business's preparedness for the rigorous examination it will undergo during a sale process, offering actionable recommendations.
- **Buyer Analysis and Transaction Structures:** Provides comprehensive insights into potential buyers and suitable transaction structures.
- **Optimal Sale Timing and Exit Strategy:** Guides you on the best time to sell your business, considering both market conditions and internal factors, along with an in-depth understanding of all exit options.

**The PRO Review** centres around a one-day workshop during which key shareholders and directors work with our senior corporate finance and sector specialist team. Together, we explore your business's performance, the owners' personal circumstances and exit expectations, and the current market for selling businesses.

Following the workshop, our proprietary **Relative Valuation Model** analyses the data. We then present our findings in a detailed report, including recommendations on:

- Positioning and optimisation strategies.
- Readiness optimisation strategies.
- Key selling messages.
- Conclusions and next steps.

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## Interested in enhancing your business's positioning and readiness for sale?

Please get in touch — we'd be delighted to guide you.

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Contact Jim Keeling:

Jim.Keeling@corbettkeeling.com  
[www.corbettkeeling.com](http://www.corbettkeeling.com)

*"I really like the PRO Review process — it feels tangible. It's very difficult to bring together science and expectation management, but the PRO Review certainly does this."*

— Corbett Keeling Client

