G-SIDE CAPITAL ADVISORS

Consumer & Retail Perspectives

June 2026

Eric Higgins
Co-Founder &
Senior Managing Director
ehiggins@greensideca.com
(978) 761-8111

Bob Snape
Co-Founder &
Senior Managing Director
bsnape@greensideca.com
(339) 236-1050

C&R Deal Highlights

-13%	-24%	13%
Decrease in YOY deal volume	Decrease in YOY deal value	Private equity involvement

Notable Quotes & Trends:

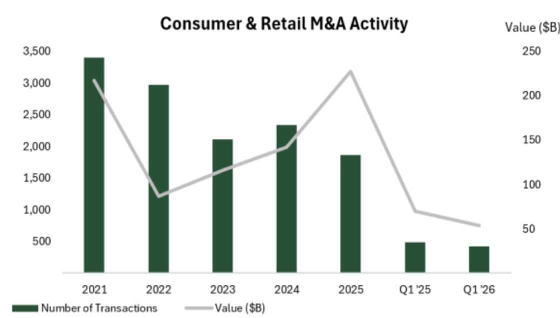
*"We do like brands that are distinct and established with still some growth opportunity in front of them, large but not so large that they've maxed out their opportunity to expand." - **Paul Brown, CEO, Inspire Brands***

*""We are evolving our operating organization structure and elevating digital leadership so we can move faster and work smarter across all markets." - **Henrique Braun, CEO, Coca-Cola***

Spending remains heavily concentrated at the top, with the highest-earning 10% of households accounting for nearly half of all U.S. consumer spending. Upper-income earners continue to fuel robust spending through wealth gains and equity markets, while lower-income brackets report mounting stress and a rising percentage of paychecks committed to essentials.

Consumer & Retail Resilience Takes Hold

Despite ongoing macroeconomic and geopolitical challenges, the first half of 2026 has proven resilient for Consumer & Retail dealmaking albeit in a more selective overall M&A environment. Deal count and value remain constrained by ongoing inflationary concerns and rising interest rates, but the number of larger deals has increased as buyers prioritize high-conviction platform transactions and strategic combinations. U.S. corporate transactions above $100 million rose sharply in value in the first five months of 2026, led by renewed activity in megadeals above $5 billion. Corporate boards and sponsors are directing capital toward assets with durable demand, pricing power, and defensible category positions. Operational readiness has become a gating factor, with buyers placing greater weight on integration planning, margin resilience, and execution credibility before closing the deal. Daily-use categories such as food staples, health and wellness, and personal care continue to attract buyer interest because they combine repeat demand with clear portfolio logic. Large consumer products companies are reassessing non-core assets while concentrating investment in brands and platforms that can support profitable volume growth. Beauty and personal care remain active areas for strategic and sponsor interest, particularly where brands demonstrate digital relevance, margin strength, and strong consumer engagement. In food and beverage, buyers continue to favor regional, organic, and specialty assets that can be scaled through broader distribution and operating leverage.



Retail and Restaurants Show Promising Signs

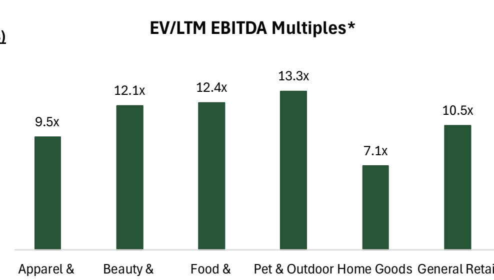
In retail and restaurants, scale, store productivity, and digital integration are increasingly central to buyer diligence. Value-conscious consumers and persistent cost pressure are pushing operators to improve efficiency, while retail media, loyalty programs, and membership models are creating additional strategic rationale for M&A. The exit environment also appears more constructive than it was in 2025 as dealmakers expect increased retail corporate mergers and IPO activity in 2026, with several restaurant, convenience retail, and consumer companies viewed as potential public-market candidates including Inspire Brands and Jersey Mike's. A stronger IPO window will support private equity exits and, in turn, improve sponsor appetite for new platform and sponsor-to-sponsor transactions.

Deal & Valuation Tracker

Recent Headline Deals

Acquirer	Target	Value (Billions)
McCormick	Unilever	$44.8
Sysco	Restaurant Depot	$29.1
Advent FedEx	InPost	$9.2
Clorox	GOJO	$2.3
BainCapital	finetoday	$1.3

Public Company Multiples



*As of 4/30/2026

G-Side Capital Advisors provides independent M&A and ancillary investment banking advisory services to privately-held middle market businesses in a variety of industries. Learn more at www.g-sideca.com.