**CONSUMER PRODUCTS**

**TRENDS AND NUMBERS**

**2018 | Q4**

### PE EXPANDS ITS REACH

Financial sponsors grabbed their greatest share of M&A activity in the consumer space of the past 5 years at 37 percent in Q4.

After investing $74 billion in Q3, PE investors pulled back considerably to $36 billion.

The $227 billion spent in aggregate this year topped last year's total of $197 billion but fell short of the record set in 2015.

### RETAIL EXTENDS MULTIYEAR DECREASE IN ACTIVITY

Deal counts in retail fell by 27 percent year-over-year in 2018, with Q4 posting a multiyear low in terms of quarterly transaction volume.

Capital invested in retail companies ticked up from Q3 by about a third to nearly $12 billion.

12 percent increase in total deal value for 2018 over 2017 levels.

### CONSUMER M&A DEAL FLOW REACHES 5-YEAR LOW

Transaction volume fell to its lowest quarterly level in 5 years, representing under 600 deals.

Eclipsing $200 billion for the quarter, transaction sizes kept deal value near record highs in Q4.

50 percent decline in deal volume over the past year.