



Nicholas Hall

Nicholas Hall's M&A Watch

Consumer Healthcare M&A Intelligence from Deal Advisors

15%
Discount

M&A Register - First Edition Publishing End-November 2025
15% PRE-PUBLICATION DISCOUNT AVAILABLE

Comprehensive M&A Intelligence Built by Transaction Advisors

Nicholas Hall Group launches the **M&A Register** - a three-part intelligence service delivering transaction data, valuation multiples, and strategic insights specific to Consumer Healthcare M&A. Unlike generic databases, this is compiled by advisors who execute deals in vitamins, supplements, OTC, and wellness categories.

Part 1: The M&A Transaction Register (Launching November 2025) A Complete M&A Intelligence Package for Consumer Healthcare

- ✓ 150+ Transactions - Comprehensive deal database (2020-YTD'25)
- ✓ Valuation Multiples - EV/Revenue & EV/EBITDA analysis by segment
- ✓ Market Intelligence Report - Trends, buyer behaviour, and deal rationale
- ✓ Custom Benchmarking - Tailored insights for your specific needs
- ✓ Advisory Support - Expert guidance on valuation trends from deal veterans

Part 2: Quarterly Updates (Coming 2026)

Regularly refreshed transaction data, emerging trends, and market developments

Part 3: Commentary & Analysis (Coming 2026)

Strategic interpretation highlighting standout deals, buyer patterns, and market direction



Why Nicholas Hall Group?



SECTOR SPECIALISATION

Deep Consumer Healthcare focus vs. generic database providers. We understand the nuances of vitamins, supplements, OTC, and wellness categories - because we advise on these deals.



ADVISORY EXPERIENCE

Compiled by M&A advisors with hands-on transaction experience, not data researchers. Our team has supported PE sponsors, pharmaceutical majors, and strategic buyers on actual deals.



ACTIONABLE INTELLIGENCE

Not just raw data - includes interpreted trends, buyer behaviour patterns, deal rationale, and strategic context to support decision-making at the transaction table.



COST EFFECTIVE

Fraction of the cost of broad M&A databases (PitchBook, CapIQ) while providing more relevant, curated Consumer Healthcare insights from practitioners.

Trusted Advisors to Leading Healthcare Acquirers

Nicholas Hall Group has supported strategic and financial buyers on high-profile Consumer Healthcare transactions:

CapVest/Stada

Advised CapVest on the Consumer Healthcare workstream during their acquisition of majority stake in Stada from Bain Capital and Cinven

Dr Reddy's/Haleon

Provided buy-side due diligence on the Nicotinell acquisition, evaluating growth potential and competitive positioning, plus post-acquisition integration support across European and Asian markets

Cooper Consumer Health/Viatris

Delivered sell-side strategic consulting on Viatris's OTC portfolio divestment

Zentiva/Sanofi

Conducted commercial due diligence for Zentiva's acquisition of Sanofi OTC assets

The Team Behind the Register



Nicholas Hall

Executive Chairman & Creative Solutions Director of the Nicholas Hall Group, and widely recognised as a global authority on OTC, Rx-to-OTC switch and the retail healthcare sector, with 40+ years of continuous service in the industry. Following extensive marketing and general management experience at Procter & Gamble, Vicks and GD Searle (Pfizer), he set up his own consultancy in 1978. Nicholas has chaired and moderated over 300 OTC conferences and seminars worldwide.



Chirag Sharma

Associate Director, M&A, Creative Solutions team at Nicholas Hall Group, currently based in London (UK). With over 12+ years of experience in the strategy and transaction team at Ernst & Young, Chirag has a strong background in M&A projects within the consumer health industry. He has worked with key clients such as Haleon, Bayer, Sanofi, and J&J, providing expertise in M&A target scouting, financial analysis, industry research, and competitive benchmarking. Chirag's deep knowledge and experience make him a valuable asset in driving strategic growth and delivering insightful solutions for clients in the sector.

To find out more, or to arrange a confidential discussion, please contact:

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What's Included: Two Core Deliverables

1. M&A Transaction Database 150+ Consumer Health Transactions (2020-YTD'25)

- Transaction Details:**
 - > Announcement date
 - > Target company name
 - > Buyer/Acquirer name
 - > Geographic headquarters
 - > Transaction type (Majority/Minority)
- Financial Metrics:**
 - > Enterprise Value (€m)
 - > Revenue (€m)
 - > EBITDA (€m)
 - > EV/Revenue multiple
 - > EV/EBITDA multiple
 - > Buyer category classification

- Coverage:**
- > All regions: Europe, North America, APAC, Latin America
 - > All buyer types: Big Pharma, FMCG, Private Equity
 - > Geographic and sub-sector breakdowns

2. Market Intelligence Report

- Strategic Analysis & Insights:
- ✓ Historical multiple trends & trajectory
 - ✓ Buyer behaviour patterns (PE vs Strategic)
- ✓ Geographic and category breakdowns
 - ✓ Key deal case studies with strategic rationale
 - ✓ Valuation drivers and market dynamics

Data Sources & Methodology

Our Approach
We compile data from multiple reliable sources and validate against cross-references to ensure accuracy and completeness.

- Primary Sources:**
- Company press releases & investor presentations
 - Annual reports & stock exchange announcements
 - Nicholas Hall Group in-house transaction knowledge

- Secondary Sources:**
- PitchBook / Capital IQ transaction records
 - Market screener financial data
 - Industry trade publications & financial media

- Quality Assurance**
- ✓ All data points cross-verified across minimum 2 sources
 - ✓ Anomalies investigated and documented
 - ✓ Clear flagging of estimated vs. confirmed data points

- Data Limitations (Transparency)**
- Not all transactions publicly disclose full financial details
 - Some multiples calculated based on publicly available estimates
 - Private equity transactions often have limited disclosure
 - Data reflects information available at announcement date

Key Market Insights We Provide

- 1. Multiple Trend Analysis**
Track how valuations have evolved across segments and deal types

- 2. Buyer Behaviour Patterns**
Understand how PE sponsors vs. strategic buyers approach valuations

- 3. Valuation Segmentation**
Benchmark by deal size, geography, and product category

- 4. Comparable Transaction Analysis**
Find relevant precedents for your specific situation

- 5. Deal Rationale Context**
Understand the strategic drivers behind valuation premiums

Typical Use Cases

- Buy-Side Support**
- Valuation benchmarking for targets
 - Comparable transaction analysis
 - Multiple range expectations setting

- Sell-Side Support**
- Market positioning analysis
 - Buyer universe identification
 - Valuation expectations and negotiation support

- Strategic Planning**
- Market consolidation trends
 - Competitor activity tracking
 - Portfolio optimisation insights

- Internal Analysis**
- Business unit valuations
 - Divestiture pricing guidance
 - Market multiple benchmarking

Pricing & Package Options: Modular Package Options - Choose Global or Europe-Only Coverage

Global Package: All regions worldwide

Pre-Publication Discount (Before 28 Nov 2025)	List Price
£21,250	£25,000
✓ 150+ transactions (2020-YTD'25) ✓ All regions: Europe, NA, APAC, LatAm ✓ Complete market intelligence report	

Europe Only: European markets focus

Pre-Publication Discount (Before 28 Nov 2025)	List Price
£15,300	£18,000
✓ 90+ transactions (2020-YTD'25) ✓ Western and Eastern Europe ✓ Complete market intelligence report	

£ Value Proposition: This intelligence could inform transactions worth tens of millions, providing critical valuation context and competitive benchmarking when it matters most.