







Consumer Health & Wellness

INDUSTRY UPDATE
April 2025

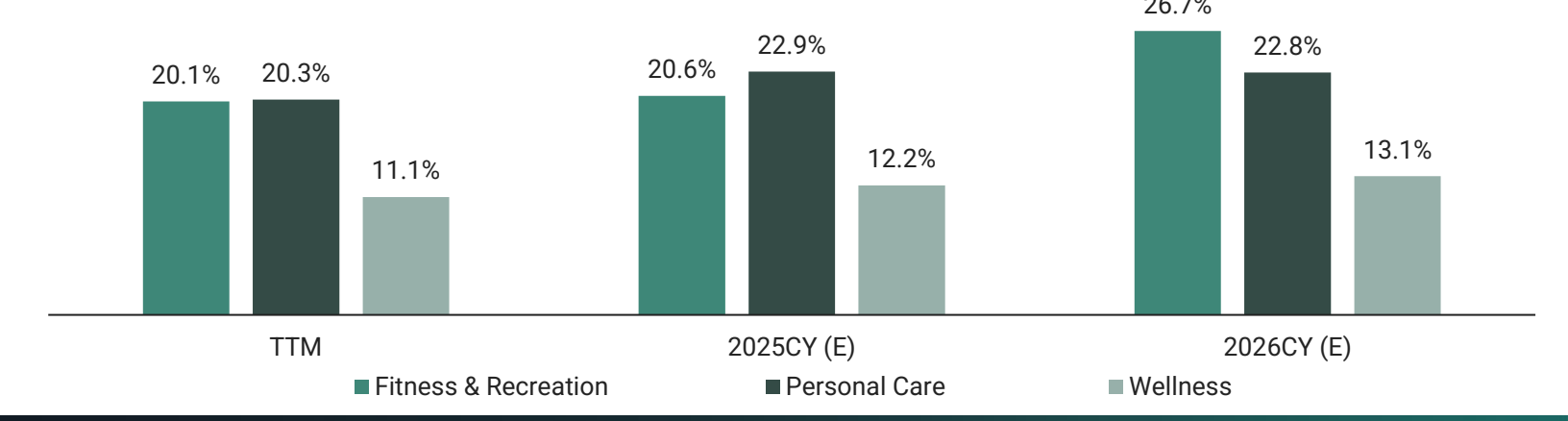
The US consumer health and wellness industry in 2025 is projected to reach \$568.41 billion, representing a CAGR of 7.1% towards a \$1.075 trillion market by 2034. An unforeseen factor in these projections is the short-term effect that potential tariffs will have on the industry as companies and consumers alike grapple with the changes. While the underlying trends of personalized health, digital integration, and consumer empowerment remain strong, increased costs due to tariffs could dampen consumer spending, impact company profitability, and potentially influence investment and innovation strategies. Companies will need to adapt by carefully managing their supply chains, adjusting their pricing

strategies, and potentially focusing on domestic sourcing to navigate the tariff landscape. While the underlying drivers for M&A in the consumer health and wellness industry in 2025 remain strong, the introduction of tariffs will likely introduce caution and complexity into the deal-making process. It will necessitate more thorough due diligence, potentially lead to valuation adjustments and creative deal structuring, and could even influence the strategic direction of acquisitions as companies seek to mitigate tariff-related risks and ensure long-term profitability. The overall volume of M&A might still increase, but the nature and terms of deals could be significantly shaped by the evolving tariff landscape.

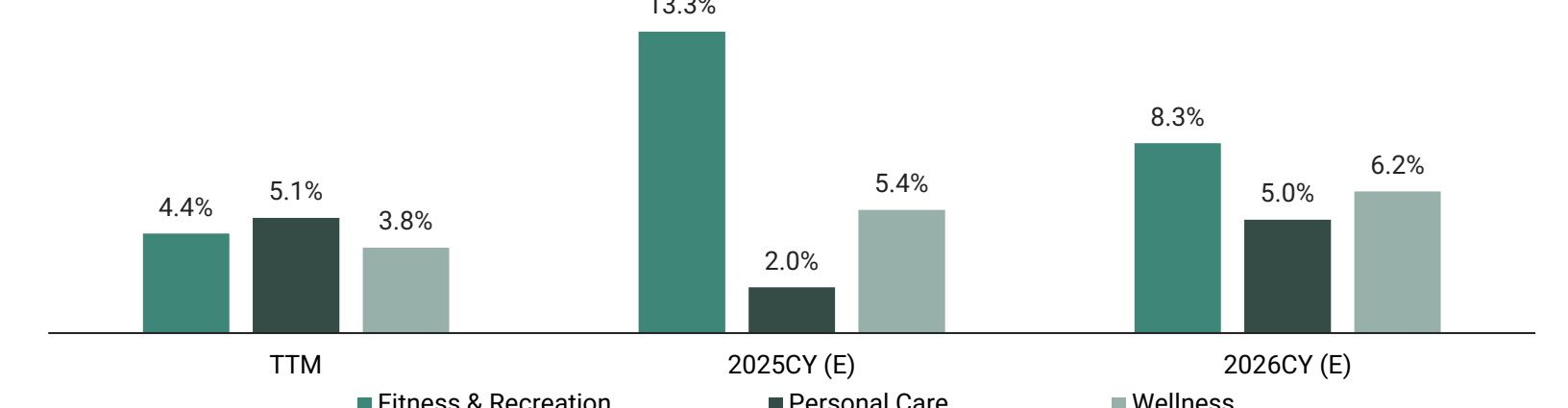
HEADLINE TRANSACTIONS

TARGET	ACQUIRER	ACQUISITION SYNOPSIS
		On March 19, 2025, Everyday Health Group , a division of Ziff Davis, Inc. (NASDAQ: ZD), acquired theSkimm , a leading media brand and suite of products delivering high-value content to millions of millennial and Gen Z female readers. The acquisition should enable Everyday Health Group to engage with theSkimm's dedicated audience seeking trusted, evidence-based information and services to deliver valuable, timely content in the fast-growing category of women's health and wellness.
		In November 2024, PureGym finalized its acquisition of Blink Fitness , a budget-friendly gym chain, for \$121 million, solidifying PureGym's presence in the U.S. market and expanding its footprint, particularly in New York and New Jersey. PureGym emerged as the winning bidder in the bankruptcy auction, securing the acquisition of Blink's assets.
		On May 9, 2023, Yellow Wood Partners LLC completed the acquisition of the North American beauty and personal care brand Suave from Unilever , creating the Suave Brands Company (SBC). With the completion of the transaction, Yellow Wood Partners is creating SBC, a newly formed stand-alone business created to support the Suave brand.

EBITDA MARGINS

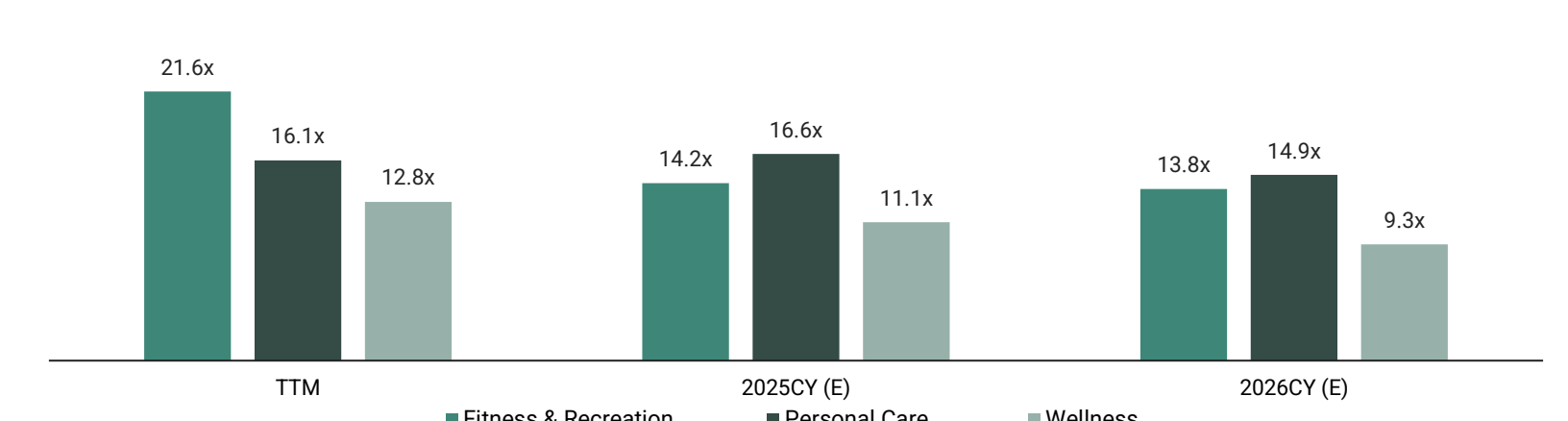


REVENUE GROWTH

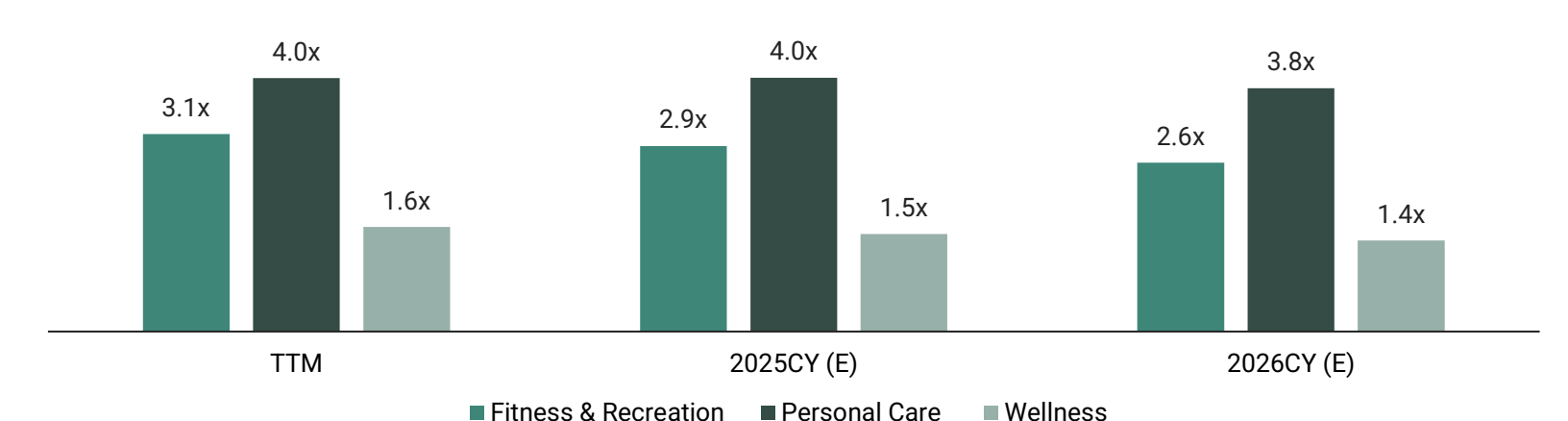


- Anticipated surge in demand for fitness-related products and services as consumers increasingly prioritize active lifestyles and well-being
- The Fitness & Recreation sector, particularly with models like subscription-based gyms and digital fitness platforms, may have a greater ability to scale its revenue without a proportional increase in operating cost
- Personal Care shows a relatively stable and consistently strong projected EBITDA margin throughout the forecast period
- Wellness exhibits the lowest projected EBITDA margin among the three categories, due to higher initial investment and operating costs

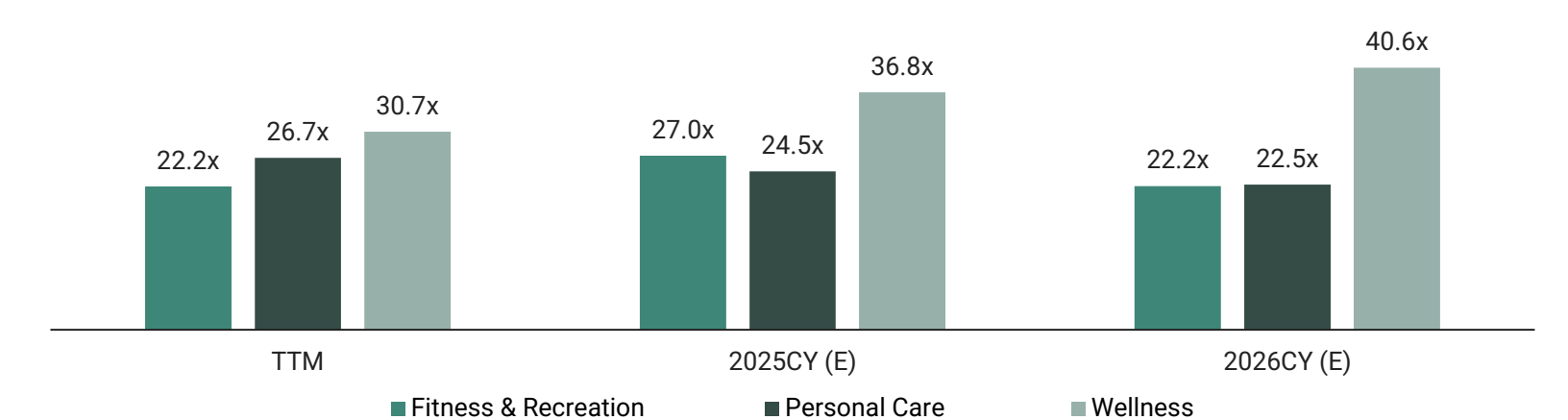
ENTERPRISE VALUE / EBITDA



ENTERPRISE VALUE / REVENUE



PRICE / EARNINGS



*Note: Fitness & recreation includes companies focused on fitness, active lifestyle, apparel, and beauty technology
Personal Care includes companies focused on cosmetics, skincare, home essentials, and beauty products
Wellness includes companies focused on health services and digital health platform
Data from Pitchbook*

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