

# PET CARE MARKET TAILWINDS REMAIN STRONG, PRIVATE EQUITY ADD-ONS BOLSTER M&A ACTIVITY

PET SECTOR UPDATE | MARCH 2025



**CAPSTONE  
PARTNERS**



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Capstone Partners, a subsidiary of Huntington Bancshares Incorporated (NASDAQ:HBAN), has been a trusted advisor to leading middle market companies for over 20 years, offering a fully integrated range of expert investment banking and financial advisory services uniquely tailored to help owners, investors, and creditors through each stage of the company's lifecycle.

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# Pet

## Pet Care Market Tailwinds Remain Strong, Private Equity Add-Ons Bolster M&A Activity

### KEY SECTOR TAKEAWAYS

Capstone Partners' [Consumer Investment Banking Group](#) is pleased to share its Pet report, with insights and analysis on key sector dynamics, buyer activity, and expectations for 2025. Merger and acquisition (M&A) activity in the Pet Care market declined year-over-year (YOY) in 2024. However, demand drivers have remained healthy. Pet spending saw sustainable growth during the year as the sector continued to normalize following the pandemic-related boom in pet ownership. Shifting consumer preferences have created ample opportunity for sector participants to capture growth in the new year. Several additional key report takeaways are outlined below.

1. Sponsor-led transactions flourished in 2024 as private equity groups bolstered portfolio holdings in preparation for exits.
2. High fragmentation in the Pet Grooming & Boarding segment has made consolidation and valuation multiple arbitrage opportunities attractive as players jockey to gain market share and achieve economies of scale.
3. Public companies have indicated their acquisition pipelines have started to build, bolstering expectations that the Pet M&A market will pick back up in 2025.
4. Pet humanization trends, preferences for science-backed pet products, and value-added services have continued to drive growth prospects and innovation in the Pet sector.
5. The adoption rate of pet insurance by consumers and the continued growth of online sales are two key macro factors anticipated to shape the Pet sector in the coming years.

Capstone Partners has developed a full suite of corporate finance solutions to help privately-owned businesses and private equity firms navigate through each stage of a company's lifecycle. These solutions include financial advisory services, merger and acquisition advisory, debt advisory, equity capital financing and employee stock ownership plan (ESOP) advisory.

To learn more about Capstone's wide range of advisory services and Pet sector knowledge, please [contact us](#).

## SECTOR DEMAND DRIVERS HOLD STRONG, COMPETITION HEATS UP

Pet owners have remained passionate in the U.S., leading to steady growth in spending on pet products, services, and consumables. Expenditures on Pet & Related Products and Veterinary & Other Services increased 1.9% and 4.8% YOY in Q4 2024, according to the Bureau of Economic Analysis.<sup>1</sup> Growth has decelerated slightly, landing at more sustainable rates compared to 2023 figures, providing evidence that the Pet sector has normalized following the pandemic-related boom in pet adoptions. Online channels have continued to see above market sales growth in pet products. Online pet food and pet supply sales in the U.S. rose 2.6% YOY to \$28.5 billion in 2024 and saw a compound annual growth rate (CAGR) of 12.8% between 2019 and 2024, according to IBISWorld.<sup>2</sup> Volume has upheld sales growth across channels amid decelerating pricing, but select segments, such as Pet Food, have seen some consumers move up market for ultra premium priced products while others have traded down slightly from the super premium level. Differentiated product offerings and heavy digital spend have dictated outperformers in the increasingly competitive market. Of note, the number of pet stores and pet grooming & boarding businesses has grown 2.2% and 17.2% between 2021 and 2024, according to IBISWorld.<sup>3,4</sup>



**Tom Elliott,**  
Managing Director

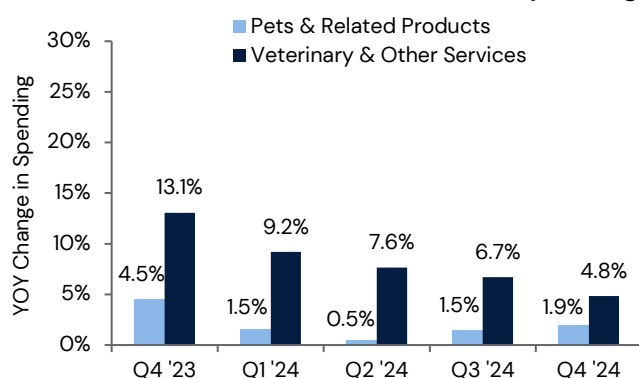
*"In addition to the healthy pace of add-on acquisitions executed by private equity firms, we continue to see an influx of new buyers in the Pet space. Numerous private equity groups have executed on their stated objective to find a pet platform."*

*"Many buyers are still looking for a sizeable platform for their entry into the market. We anticipate seeing some creative deal making to make this happen."*

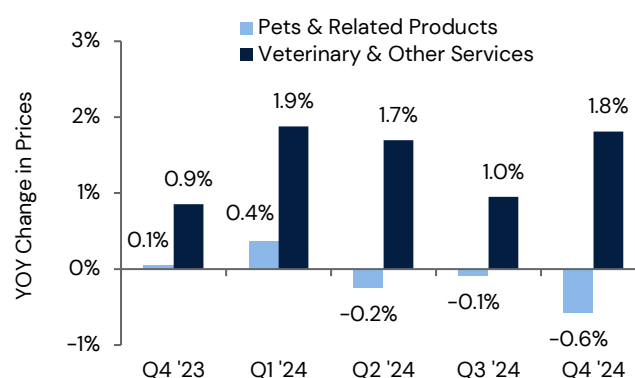
Retailers have enhanced brand marketing with community outreach and goodwill-related events, implemented rewards programs, and integrated new subscription models to address concerns over customer retention amid heightened competition. Additionally, manufacturers have focused on driving differentiation in the marketplace. Techniques used to achieve this include unique formulations, superior efficacy, breed-specific solutions, as well as enhanced features and benefits in existing product lines. Companies with strong innovation pipelines and product creativity are expected to see sector-leading valuations through 2025.

Though prices of pet products have moderated, costs for veterinary services have continued to rise. As a result, demand for pet insurance has increased rapidly amid the prolonged inflationary environment that has tightened consumer budgets since 2020. The Pet Insurance space is expected to grow at a 21% CAGR from 2025 to 2030, highlighting pet owners' desire for support covering high veterinary care costs, according to Grand View Research.<sup>5</sup>

### Vet & Other Services Lead Sector Spending



### Prices Moderate, Volume to Lead Growth



Source: U.S. Bureau of Economic Analysis, IBISWorld, and Capstone Partners



## M&A OPPORTUNITIES REMAIN ROBUST IN EVOLVING SEGMENTS

### **Pet Humanization Grows, Focus Shifts from Freeze-Dried to Human-Grade Food**

Pet owners have continued to humanize their animal companions. Dog owners almost unanimously (90%) think of their dog as a child or part of the family, according to Pet Food Processing and BSM Aperture.<sup>6</sup> This humanization trend has fueled a shift in the Pet Food segment. Pet owners have increasingly looked to pet food products that feature premium attributes, such as human-grade and superfood ingredients. The rise of frozen raw and fresh food formats has contested the ascent in popularity of the freeze-dried format that was in part driven by the success of Stella & Chewy's. Advertising spend has been critical for fresh pet food players to compete with legacy companies in freeze-dried and kibble, such as Mars and Nestle (SWX:NESN). Moreover, human-grade pet foods feature higher ticket prices and often necessitate robust marketing to share the products' value proposition. Dog food sales have increased 41.8% between 2020 and 2024 while volume decreased 3% over the same period, partially attributable to the consumption shift to these more expensive pet food options, according to Circana data.<sup>7</sup> Freshpet (Nasdaq:FRPT), a manufacturer of fresh, refrigerated food for dogs and cats reported a 27.2% YOY increase in net sales during 2024, according to its earnings release.<sup>8</sup> The company attributes much of the growth in sales and household penetration to media investments, with expenses related to advertising through media outlets increasing 30.2% and 36.7% YOY in 2024 and 2023, respectively.

Capstone expects segment participants to increasingly pursue acquisitions to expand into fresh and frozen raw products. Anecdotally, some segment participants have indicated if they transact in the near term, it will be in fresh, human-grade food. Recently, Pure Treats, a producer of pet treats, foods, and toppers, acquired Bar W Foods (October, undisclosed). The transaction includes the target's human-grade meat processing and freeze-drying facility.

### **Consumer Preferences for Science-Backed Products and Supplements Increases**

Human health and wellness trends have continued to spread into pet care, providing substantial

tailwinds for pet supplements and wellness products. The majority (85%) of global pet owners equate the importance of proper nutrition and supplements for themselves with their pets, according to a report from Archer Daniels Midland (NYSE:ADM).<sup>9</sup> This disposition resulted in the Pet Supplement market experiencing a near 20% CAGR in sales between 2018 and 2023. Consumers have continued to shift from reactionary pet health interventions to proactive and preventative management of their pet's health. Science-backed solutions are expected to capture significant market share in this high-growth segment of the Pet sector. Notably, 97% of consumers say the primary health benefit claimed on packaging influences purchasing decisions while 40% of dog owners look for science-supported health claims to validate product efficacy.

A growing number of private equity investors have developed investment theses around "science-backed" pet products with proven efficacy. Evolving consumer demands will dictate the pace of growth in this relatively new segment. Pet Supplement participants with proprietary formulations and science- or vet-backed products will likely continue to draw robust acquisition interest and garner premium valuations.

### **Services Remain a Focus for Sector Participants, Strong Consumer Demand Expected to Persist**

The Pet Services segment has remained a hotbed for sector growth. U.S. Pet Services revenue rose 1.3% YOY to \$14.7 billion in 2024, led by the Pet Boarding subsegment (\$5.7 billion), according to IBISWorld. Small privately-owned businesses in this segment have continued to perform well during the post-COVID sector normalization. Concurrently, legacy pet stores have increasingly penetrated this segment to differentiate offerings, improve consumer engagement, and boost loyalty. Notably, PetSmart has introduced value-added services with adoption events, spa treatments, and other special occasions to compete with the independent pet retail channel. Pet services has remained attractive due to segment-specific demand drivers such as increasing international trips by U.S. residents and return to onsite work trends. Premium pet services, such as luxury pet hotels and special care treatments, are expected to drive continued growth. Moreover, this segment has contributed to a growing share of sector M&A.

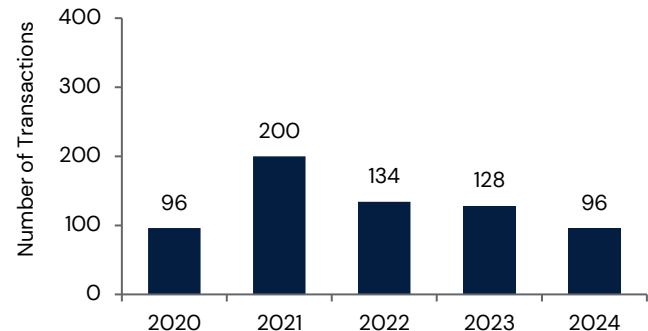


## PRIVATE EQUITY ADD-ONS UPHOLD PET M&A ACTIVITY

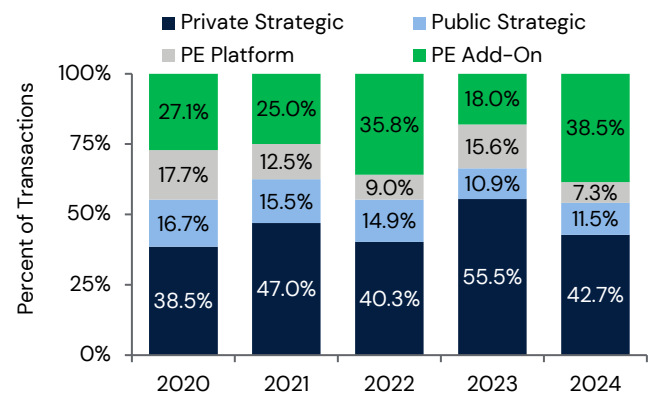
M&A activity in the Pet sector declined to 96 transactions announced or completed in 2024. The Food, Products, and Vet & Health segments were primary contributors to the slowdown in dealmaking in 2024 while participants in the Services segment displayed a healthy appetite for acquisitions, seeing a 45% YOY increase in deal flow. High fragmentation in the Pet Grooming & Boarding space has made consolidation and valuation multiple arbitrage opportunities attractive as players jockey to gain market share and achieve economies of scale. Despite a dip in Vet & Health deals, the segment remained active, with 40 transactions (41.7% of total sector volume) in 2024.

Strategic buyers continued to comprise the majority (54.2%) of Pet sector transactions in 2024. However, deal volume from this cohort declined 38.8% YOY to 52 transactions. Private equity buyers remained fervent acquirers in the space, primarily bolstering portfolio holdings via add-on transactions. Sponsor-backed companies announced or completed 37 acquisitions in 2024, a 60.9% YOY increase. An aging inventory of private equity portfolio companies and limited partner (LP) demand for returns will likely spur increased M&A in 2025 as fund managers bring high quality assets to market. Moreover, public strategics have indicated their acquisition pipelines have started to build. “We just haven’t seen a ton of deals come across our desk as of yet. But I certainly think that there’s a lot of anticipation in the market. I think sellers are starting to take a hard look. We’re hearing from banks and others that pipelines are being formed. We just haven’t seen it yet, but it feels like it’s starting to come together,” said Nicholas Lahanas, CEO of Central Garden & Pet (Nasdaq:CENT), on its fiscal Q1 2025 earnings call.<sup>10</sup> M&A multiples in the Pet sector are expected to expand as more attractive assets come to market. The average sector M&A multiple from 2023 to 2024 (11.1x EV/EBITDA) has remained above the Consumer industry average (10.5x) in the same period and pre-pandemic sector averages (2019–2020; 8.4x), but below recent highs (2021–2022; 19.3x).

### Pet M&A Volume Remains Subdued

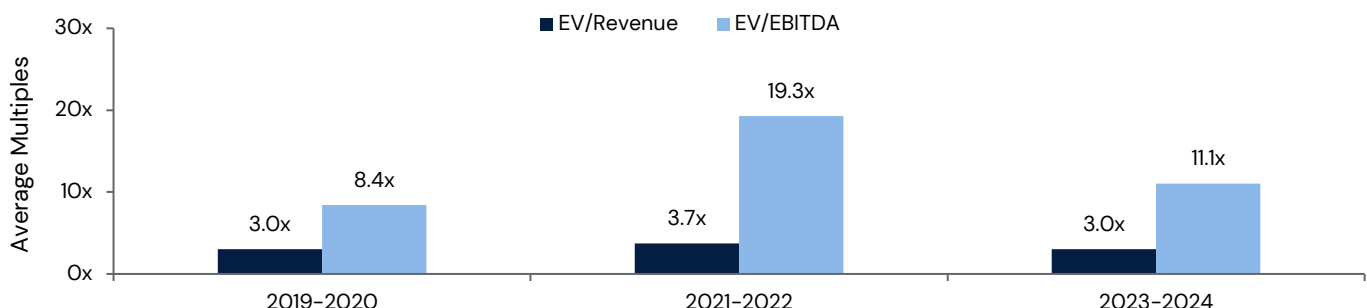


### Sponsors Uphold Pet M&A Market



Source: Capital IQ, FactSet, PitchBook, and Capstone Partners

### Pet M&A Valuation Analysis



Source: Capital IQ, FactSet, PitchBook, and Capstone Partners



## SPONSORS HEADLINE ACQUISITIONS ACROSS PET SEGMENTS



Acquires



Mosaic Capital Partners-backed Best Friends Pet Care acquired Wag Resort for an undisclosed sum in August. Best Friends Pet Care offers pet boarding, daycare, grooming, and training services across more than 40 locations in 23 states, according to its website.<sup>11</sup> Wag Resort provides dog boarding, daycare, grooming, and training at two locations in Grand Junction, Colorado.

Best Friends Pet Care also announced four single-location acquisitions over 2024, all yet to close. The firm announced its acquisition of BARKS Dog Daycare (August), Fit N Furry Pet Resort (April), The Hipster Hound (April), and Wagbnb (April) for undisclosed amounts. Of note, The Hipster Hound retails pet products in addition to boarding, daycare, shuttle, grooming, and training services. Its product suite includes treats and chews, accessories, food, toys, grooming products, blankets and beds, health and wellness products, and various cat products.

**Bansk**

Acquires



Consumer-focused private equity firm, Bansk Group, acquired PetIQ, a provider of pet medication and health and wellness services, for an enterprise value of \$1.4 billion, equivalent to 1.2x EV/Revenue or 11.8x EV/EBITDA (August). PetIQ was de-listed from the Nasdaq stock exchange at the close of the transaction. The purchase price of \$31 per share represents a 41% premium to the 30-day volume-weighted average price at the time of the announcement, according to a release from the SEC.<sup>12</sup> The company operates in two segments: Products and Services. In Products, the company manufactures and distributes private label and branded pet medication and health and wellness products, selling into major U.S. retail and e-commerce channels. PetIQ's Services segment comprises a national veterinarian service platform with more than 2,600 clinics and wellness centers across 39 states, according to a press release.<sup>13</sup> Services offered include diagnostic tests, vaccinations, prescription medications, microchipping, grooming and hygiene, and wellness checks.

The deal underscores the strength of pet health and wellness trends in the Pet sector that continues to normalize following abnormally high growth during the pandemic. "We believe PetIQ is poised for continued success in the resilient and very attractive Pet Health and Wellness category," noted Bart Becht, Senior Partner of Bansk Group, in the press release.



Acquires



Gryphon Investors-backed pet health and wellness company, Vetnique Labs, announced its acquisition of U.K.-based Lintbells from middle market private equity firm Inflexion for an undisclosed sum in July. Lintbells sells branded pet supplements, most notably its YuMOVE joint mobility supplement for cats and dogs. The company also offers digestive health, anxiety, dermatological, and dental supplements. Vetnique's product suite includes veterinarian-backed pet products, including supplements and topical solutions, selling through pet specialty retail outlets, veterinary distributors, and direct-to-consumer in the U.S. Gryphon Investors hopes to realize omnichannel and end market synergies. The transaction expands Gryphon's presence in the Pet sector, expounding on its 2019 investment in Heartland Veterinary Partners (undisclosed).

"We look forward to joining forces with Vetnique and together exploring opportunities to realize the growth potential of our complementary pet portfolio. We are also excited to gain access to Gryphon's resources and expertise, which we believe will reinforce our mission of enhancing the quality of life for pets and help unlock significant value during our partnership," said Fiona Hope, CEO of Lintbells, in a press release.<sup>14</sup>





## CAPSTONE PARTNERS ADVISES ULTRA PET ON SALE TO OIL-DRI

Capstone Partners has seen trends in innovative, science-backed pet products M&A first-hand through its advisory work. In June 2024, Capstone advised Ultra Pet, a leading supplier of silica gel-based crystal cat litter, on its sale to Oil-Dri Corporation of America (NYSE:ODC) for a purchase price of \$46 million.

Ultra Pet, headquartered in Anderson, South Carolina, is a recognized innovator and pioneer within the Alternative Cat Litter market with annual net sales of approximately \$24 million. Ultra Pet introduced the original crystal cat litter, Litter Pearls, in the U.S. in 1998. Since then, Ultra Pet has expanded its product offerings and has an established presence in the Crystal Cat Litter segment. The company's product portfolio includes brands such as Ultra Pearls, Litter Pearls, Neon Litter, EcoKitty, and ZenKitty, as well as many private label offerings. Ultra Pet sells to consumers both domestically and internationally through e-commerce channels and retail stores including Amazon (Nasdaq:AMZN) and Publix grocery stores.

Oil-Dri Corporation of America, founded in 1941, is a leading manufacturer and supplier of specialty sorbent products for the Pet Care, Animal Health and Nutrition, Fluids Purification, Agricultural Ingredients, Sports Field, Industrial, and Automotive markets. Oil-Dri's largest principal product is cat litter. Within the U.S., Oil-Dri is the leading manufacturer of lightweight cat litter with brands including Cat's Pride and Jonny Cat. Oil-Dri plans to use its relationships in the grocery, mass merchandiser, and other growth channels to accelerate Ultra Pet's sales.

"We found Capstone's industry knowledge and principled approach key to getting the deal completed," noted Christopher Lamson, Oil-Dri's Group Vice President of Retail and Wholesale.



*"Our management team and principal shareholders knew from the very first meeting we wanted to work with Capstone. The Capstone team brought a high level of expertise and the support we needed to successfully find the right company to acquire Ultra Pet. Capstone came up to speed quickly, gaining a deep understanding of our business and goals, and doing a great job throughout the entire process. Capstone was instrumental in our successfully closing the transaction within the timeline we set while maximizing the value of our business."*

**Richard Murbach**  
CEO, Ultra Pet



**Tom Elliott,**  
Managing Director

*"Oil-Dri's insights into cat litter trends and their scientific research motivated them to pursue Ultra Pet and its position as a leading brand in the silica gel segment. Our client's silica sourcing expertise complemented Oil-Dri's vertically integrated clay operations. However, this transaction came down to finding the right partner for the Ultra Pet team. Our client had an entrepreneurial management team that was great to work with and they found a good cultural fit with the team from Oil-Dri."*



## SELECT PET SECTOR TRANSACTIONS

Date	Target	Acquirer	Target Business Description	Enterprise Value (mm)	EV / LTM	
					Revenue	EBITDA
02/10/25	Green Mountain Animal	Custom Veterinary Services	Provides research and development, manufacturing, and supply chain capabilities for pet health products.	-	-	-
01/22/25	Assets of Cb Worldwide	SportPet Designs	Comprises Mammoth Pet Products assets.	-	-	-
01/07/25	Launchlab	Paw Acquisition I	Manufactures pet accessories such as beds and carriers, safety harnesses, and travel accessories.	-	-	-
12/11/24	Patterson (Nasdaq:PDCO)	Patient Square Capital	Distributes dental and animal health products.	\$3,479.9	0.5x	9.3x
11/21/24	Global Animal Products	Granite Creek Capital Partners	Manufactures animal products.	-	-	-
11/14/24	Certain Whitebridge Pet Brands Assets	General Mills (NYSE:GIS)	Comprises North American Premium Cat Feeding and Pet Treating business of Whitebridge Pet Brands.	\$1,450.0	-	-
10/28/24	FPN	Cellana	Produces pet health supplement products that are designed to reduce the risk of chronic diseases.	-	-	-
10/24/24	Allivet	Tractor Supply (Nasdaq:TSCO)	Operates an online pet pharmacy store.	-	-	-
10/03/24	DIG Labs	Ollie Pets	Manufactures personalized canine supplements for pets.	-	-	-
09/30/24	Bio-Vet	Anpario (AIM:ANP)	Offers animal health and productivity products.	\$7.3	0.9x	-
08/23/24	Abelei	T. Hasegawa	Produces and sells flavorings.	\$48.0	5.8x	-
08/07/24	PetIQ (Nasdaq:PETQ)	Bansk Group	Operates as a pet medication and wellness company.	\$1,361.3	1.2x	11.8x
08/02/24	Handicappedpets	Paw Acquisition	Offers pet mobility accessories and other pet products.	-	-	-
07/24/24	MedVant	Swedencare (OM:SECARE)	Manufactures Swedecares RX Vitamins line for veterinary practices.	\$3.2	13.9x	27.0x
07/22/24	CP Medical	Riverpoint Medical	Manufactures private label and branded surgical solutions for Medical and Veterinary markets.	CF	CF	CF
07/18/24	Invetx	Dechra Pharmaceuticals	Develops a biotechnology platform for protein-based therapeutics.	\$520.0	-	-
06/10/24	Ultra Pet	Oil-Dri (NYSE:ODC)	Develops cat litters and litter boxes made of silica gel.	\$46.0	CF	CF
04/28/24	Certain Zoetis (NYSE:ZTS) Assets	Phibro Animal Health (Nasdaq:PAHC)	Comprises Medicated Feed Additive product portfolio and certain water-soluble products assets of Zoetis.	\$350.0	0.9x	-
04/11/24	STEM Animal Health	Dechra Pharmaceuticals	Offers oral care products for pets to treat biofilm-related ailments.	\$14.1	4.0x	-
03/19/24	PupBox	FabFitFun	Sells puppy toys and treats online.	-	-	-
02/05/24	Assets of Elanco Animal Health	Intervet	Comprises assets of Aqua Business of Elanco Animal Health.	\$1,300.0	-	-
Mean				\$780.0	3.9x	16.0x
Median				\$350.0	1.2x	11.8x

Blue shade indicates Capstone-advised transaction; CF=confidential  
Source: Capital IQ, PitchBook, FactSet, and Capstone Partners





## SELECT PUBLIC COMPANIES TRADE AT PREMIUM MULTIPLES

Company	Price	% 52 Wk	Market	Enterprise	LTM			EV / LTM	
	02/19/25	High	Cap	Value	Revenue	EBITDA	Margin	Revenue	EBITDA
Central Garden & Pet	\$37.60	79.2%	\$2,183.3	\$2,978.3	\$3,222.4	\$421.6	13.1%	0.9x	7.1x
Chewy	\$37.58	93.7%	\$15,362.3	\$15,398.4	\$11,439.9	\$283.9	2.5%	1.3x	NM
Elanco Animal Health	\$11.24	59.8%	\$5,556.5	\$9,423.5	\$4,454.0	\$922.0	20.7%	2.1x	10.2x
Freshpet	\$130.57	79.6%	\$6,337.4	\$6,487.2	\$975.2	\$113.2	11.6%	NM	NM
IDEXX Laboratories	\$450.99	77.3%	\$36,929.2	\$37,508.5	\$3,897.5	\$1,256.6	32.2%	NM	29.8x
Patterson Companies	\$31.04	97.6%	\$2,739.6	\$3,397.7	\$6,554.9	\$373.1	5.7%	0.5x	9.1x
Petco Health and Wellness	\$3.10	49.3%	\$854.5	\$3,724.9	\$6,238.8	\$771.9	12.4%	0.6x	4.8x
Vimian Group	\$4.37	99.4%	\$2,286.4	\$2,473.3	\$388.0	\$89.7	23.1%	NM	27.6x
Virbac	\$317.41	76.2%	\$2,658.2	\$2,916.6	\$1,435.1	\$296.9	20.7%	2.0x	9.8x
Zoetis	\$156.64	78.1%	\$70,142.1	\$74,984.1	\$9,256.0	\$3,919.0	42.3%	NM	19.1x

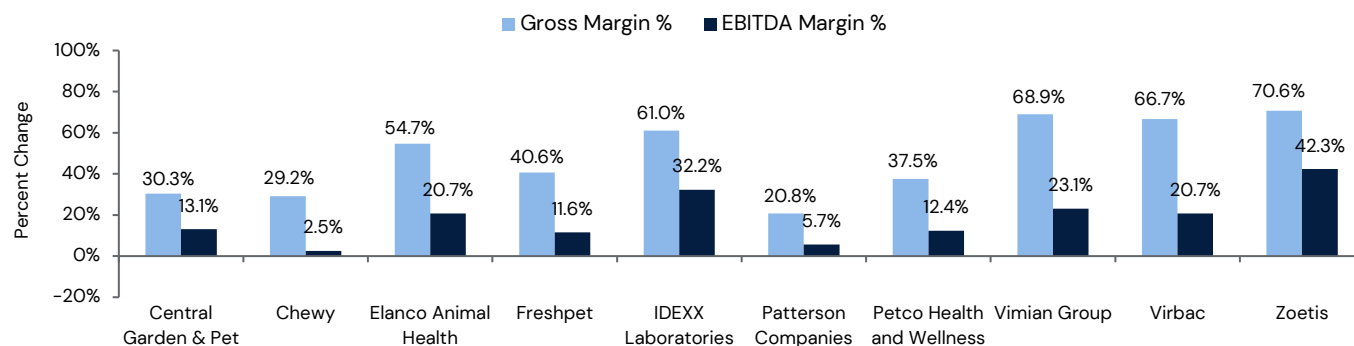
  

<b>Mean</b>	<b>15.8%</b>	<b>1.3x</b>	<b>14.1x</b>
<b>Median</b>	<b>13.1%</b>	<b>1.1x</b>	<b>9.8x</b>
<b>Harmonic Mean</b>	<b>9.1%</b>	<b>0.9x</b>	<b>9.6x</b>

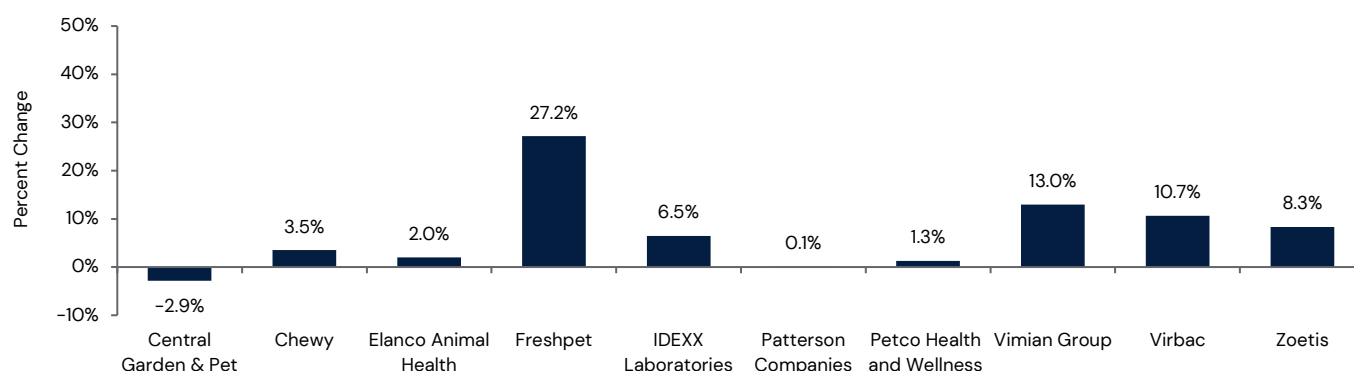
EV = enterprise value; LTM = last twelve-month  
\$ in millions, except per share data  
NM = Not Meaningful

Source: Capital IQ and Capstone Partners as of February 19, 2025

### Medication Operators Continue to See Robust Margins



### Freshpet Outperforms Sector Participants on a Last Twelve Month 1-Year Revenue Growth Basis



Source: Capital IQ and Capstone Partners as of February 19, 2025

## PET REPORT CONTRIBUTORS



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Tom Elliott is Managing Director on Capstone Partners' Consumer Investment Banking Team with over 25 years of investment banking experience. He has extensive experience representing branded consumer products clients, with a specific focus on the Pet Products sector. Tom joined Capstone Partners through the merger of EQV Capital Group, a middle market M&A boutique he founded in Tampa, Florida.

Prior to founding EQV, Tom spent 12 years in M&A with Citigroup Capital Strategies. Prior to Citigroup, he worked as a Corporate Finance consultant and for Procter & Gamble. He started his career working as a CPA for Ernst & Young.



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Andrew serves as a Market Intelligence Associate at Capstone Partners covering the Consumer industry. Prior to joining the Market Intelligence Team at Capstone, Andrew was a Senior Research Associate at Corporate Insight, where he provided digital banking competitive intelligence, user experience research, and consulting services to leading financial institutions. Andrew graduated with a Bachelor of Arts degree in Economics from Union College.

## FIRM AWARDS & ACCOLADES

Capstone Partners is consistently recognized as an elite middle market firm by multiple leading industry organizations. This has afforded our clients with immediate market credibility in the acquirer and investor communities. From 2016 to 2024, Capstone has received 22 "investment banking firm of the year" awards from organizations such as The M&A Atlas Awards, The M&A Advisor, M&A Today, and ACQ5. A sampling of Capstone's recent awards is shown below.





## FIRM TRACK RECORD

Capstone maintains an active presence in the [Consumer industry](#) with in-depth knowledge of the buyer universe and business characteristics that drive premium valuations in an M&A process. Our frequent conversations with industry participants provide us with increased transparency into market trends and buyer preferences. A sampling of Capstone's current engagements and closed deals are outlined below.

### Firm Transactions In Market

**CONFIDENTIAL, Project K9:**  
Provider of veterinary medical products.

**CONFIDENTIAL, Project Horse Country:**  
Online supplier of equestrian products.

To learn more about these opportunities, please contact our sector banker Tom Elliott:  
[telliott@capstonepartners.com](mailto:telliott@capstonepartners.com) or 813-382-6495

### Firm Tombstones

**cpmedical**

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HAS BEEN ACQUIRED BY

**RP RIVERPOINT**  
a portfolio company of  
**ACP**  
ARLINGTON  
CAPITAL PARTNERS

Animal healthcare medical  
sutures manufacturer.

**UltraPET**  
FOR THE ULTIMATE IN PET CARE

HAS BEEN ACQUIRED BY

**OIL-DRI**  
CORPORATION OF AMERICA

Silica gel-based cat litter  
supplier.

**SPORT PET**

HAS RECAPITALIZED WITH

**tOp spin**  
CONSUMER PARTNERS

Branded and private label  
pet products manufacturer.

**worldwise**  
better products. better planet.

HAS SECURED DEBT  
FINANCING FROM

**Wingspire**  
CAPITAL

Branded pet care products  
supplier.

**Spalding Laboratories**

HAS BEEN ACQUIRED BY

**EQUINE**  
NETWORK

Non-toxic insect control  
animal products provider.



HAS BEEN ACQUIRED BY

**outward**  
**hound**  
raise the woof

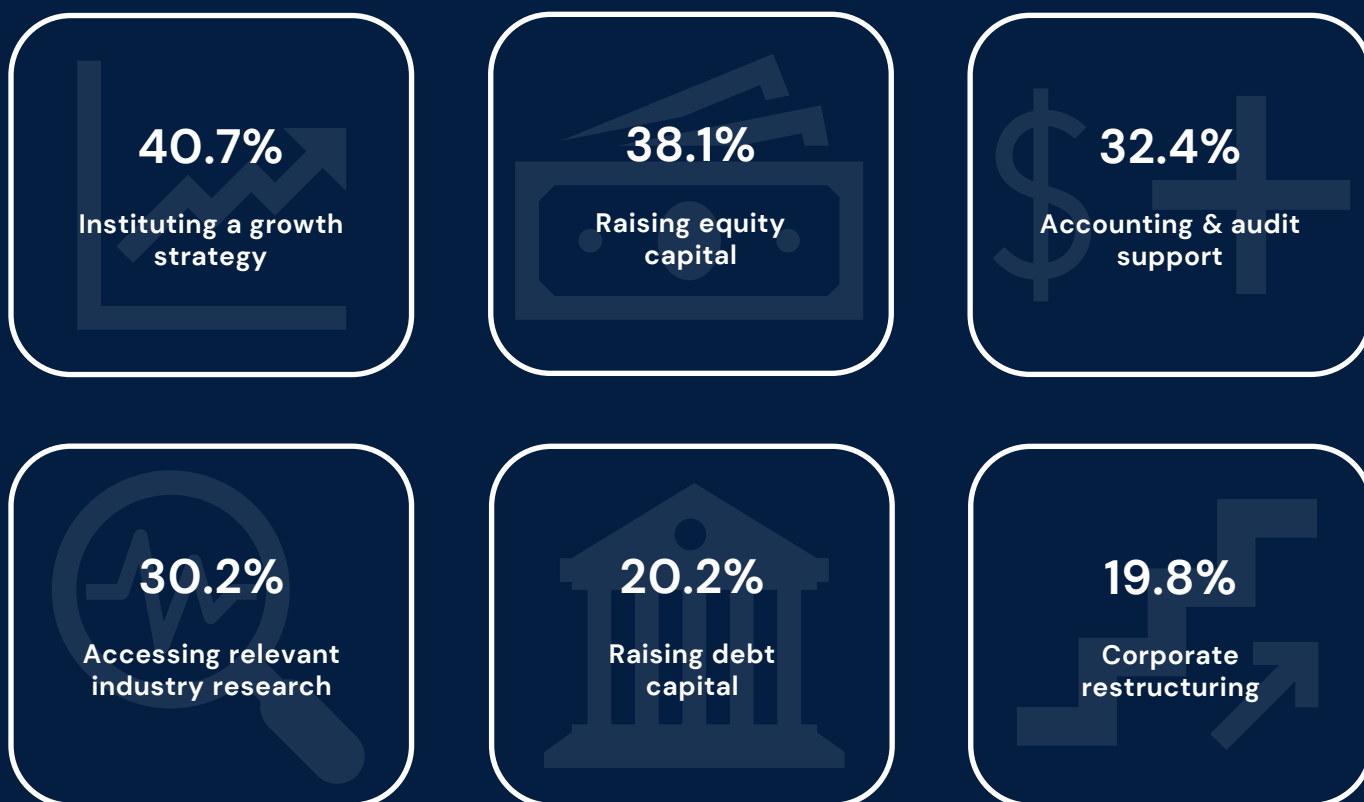
All-natural, limited ingredient  
pet treat producer.

## CAPSTONE'S PROPRIETARY RESEARCH REVEALS TOP SERVICES IN DEMAND

The stage and initiatives of a business often dictate which financial services are in demand. As the bulk of CEOs polled in Capstone's 2024 Middle Market Business Owners Survey indicated growth strategies are a priority for 2025, the lion's share (40.7%) of owners anticipate a need for growth strategy support services. Similarly, 38.1% of CEOs require equity capital advisory services to support operational initiatives and business expansion. Nearly one-third of owners require accounting and audit support to shore-up cash flows and establish financial stability. In addition, 30.2% of CEOs demonstrated an interest in accessing relevant industry research to keep up with emerging industry trends, complete competitor analyses, and track capital markets activity in their space.

Capstone has developed a full suite of [corporate finance solutions](#) to help privately owned businesses and private equity firms through each stage of the company's lifecycle, ranging from growth to an ultimate exit transaction. In addition, we developed specialty advisory practices to provide financial performance, buy-side, employee stock ownership plan (ESOP), and equity and debt services. All of these capabilities are supported by 12 industry banking groups, an active sponsor coverage group, and a dedicated Market Intelligence Team.

### Top Financial Services Required by Business Owners in 2025



*Question: Have you ever had, or do you anticipate having, a need for any of the following services?*  
Source: Capstone Partners' Middle Market Business Owner Survey, Rebased Sample Size (N): 278





## ENDNOTES

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PARTNERS**

Common Goals. Uncommon Results.

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## Market Presence

With a long-established U.S. footprint, together with an international partner platform, we provide clients with broad expertise and access to key market relationships on a global basis. Our presence is backed by ~200 professionals in the U.S. with 450+ professionals across 49 countries.

