

Insights

March 2025 Market Update: Food, Beverage and Agribusiness

Expo West Highlights Trends as March Momentum Holds Strong

Despite ongoing market volatility in March, the food & beverage M&A landscape remained resilient. Beverages (~25%), distribution (~20%), packaged food (~33%), and restaurants (~15%) led the deal mix, with mega deals (> \$1B) accounting for over 10% of monthly activity.

[CONTINUE READING](#)

March 2025
Mesirow

Monthly Market Update: Food, Beverage & Agribusiness

March recap

Mesirow All-Food Equity Composite **+2.74%** for the month ended 3/31*

Mesirow All-Grain Commodity Composite **+0.64%** for the month ended 3/31*

S&P 500 **+5.75%** for the month ended 3/31*

NASDAQ Composite **+7.41%** for the month ended 3/31*

Expo West Highlights Trends as March Momentum Holds Strong

Despite ongoing market volatility in March, the food & beverage M&A landscape remained resilient. Beverages (~25%), distribution (~20%), packaged food (~33%), and restaurants (~15%) led the deal mix, with mega deals (> \$1B) accounting for over 10% of monthly activity.

March's market rally with the S&P 500 up 5.75% and the Nasdaq up 7.41% set the stage for a strong start to the year, with the food & beverage M&A landscape showing resilience. This year's market momentum has been a key driver of deal activity, with a focus on growth and innovation.

Key Market Trends

- Clear Label & Authenticity**
 - Strong push for natural ingredients and transparency
 - The authentic, artisanal, or local label as a key differentiator
- Functional Beverage Boom**
 - Advancements for stress, relaxation, and health
 - Focus on high-quality, sustainable, and available formats
- Better for You-Not-Just**
 - Healthier snacks and beverages (e.g., clear ingredient, gut-friendly, and clean)
 - Transparency labeling is key for parent brand
- Protein Expansion**
 - Expansion into snacks, dips, drinks, and desserts
 - Strong plant-based protein, protein as a default health marker
- Strong Transparency & Traceability**
 - Strong push for natural ingredients and transparency
 - The authentic, artisanal, or local label as a key differentiator
- Ingredient Story: Taste, Value, Protection**
 - Focus on high-quality, sustainable, and available formats
 - Clear as a go-to natural solution
- Personalized Nutrition & Q&A Friendly Products**
 - Personalized nutrition and Q&A friendly products
 - Personalized nutrition and Q&A friendly products