



**MOORE**



**BUSINESS  
SCHOOL**

# **CROSS-BORDER MID-MARKET M&A COMPASS 2024**

**A RESEARCH REPORT FOR MOORE GLOBAL CORPORATE  
FINANCE**

**PROF DR KERSTIN FEHRE  
WANLIN HU**



**CROSS-BORDER MID-MARKET M&A COMPASS  
2024**  
**– A RESEARCH REPORT FOR MOORE GLOBAL  
CORPORATE FINANCE**

*Brussels, April 2025*

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# Main idea and general concept of the compass

In the current turbulent global environment, firms are still seeking opportunities internationally. Cross-border mergers & acquisitions (M&A) are common strategies for firms to fuel growth by expanding into new markets, accessing more resources, obtaining new technologies, upgrading their management and operations, and diversifying.

While large or mega deals draw public attention, mid-market M&A deals often happen below the radar of publicity. However, they are an essential pillar of the M&A market. **Comprising more than 50% of all deals**, the **mid-market M&A segment is a crucial component** of the global M&A market.

While most reports either provide overviews of the total M&A market in general or focus on the large-market M&A deals, **this report sheds light on the cross-border mid-market M&A segment, a niche – but economically important – market, requiring specialised expertise**. Figure 1 provides a visualisation of the different market-segment perspectives applied in this compass.

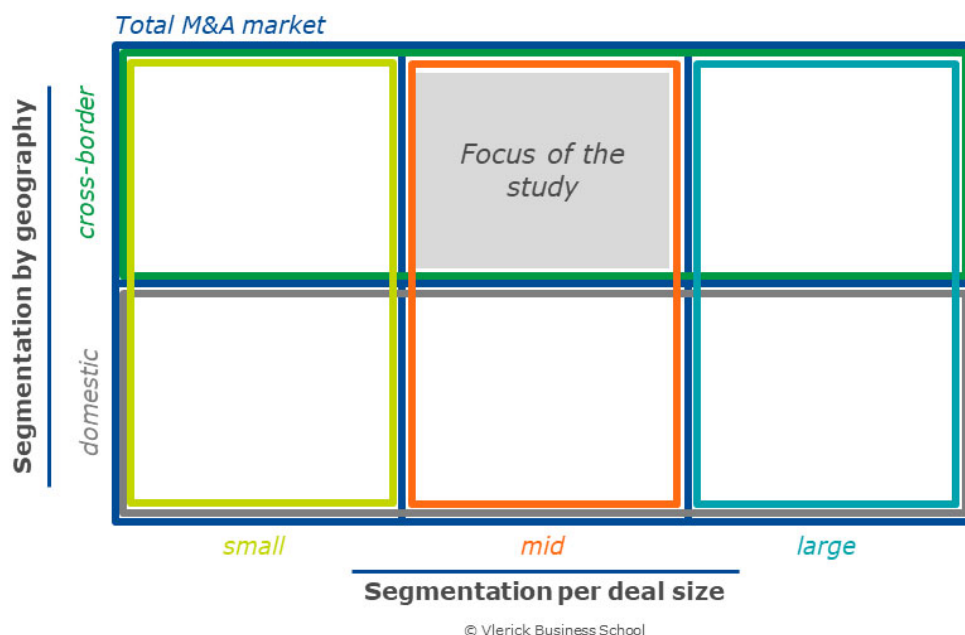


Figure 1. General concept and focus of the study

In other words, the **purpose of this compass is to navigate you through the cross-border mid-market M&A landscape**. This is descriptive, exploratory, and conclusive research. We analyse data from more than **36,000 completed-confirmed deals** in the year **2024** and compare the results with the previous years **2019-2023**. This rather conservative approach distances us from market rumours and becomes meaningful when analysing cross-border mid-market deals – a market segment in which information is, in general, rather limited.

We have developed a **3-tier framework** to categorise and understand the market's trends and identify its characteristics. At each tier, we look at the deal volume, deal value, and average deal value.

The **first tier** brings the cross-border mid-market M&A market into the perspective of the **entire M&A market** by providing an overview of how the cross-border mid-market M&A sector compares to the overall M&A market over the past 6 years. Additionally, we compare cross-border and domestic markets, different segments by deal value per transaction, and the cross-border mid-market in 2024 to scrutinise the characteristics of the segment.

In the **second tier**, we take a **closer look** at **cross-border mid-market deals** from a **continental perspective**. We study deal flows among 6 continents. We divide the analysis into 2 angles – acquirers by continent and targets by continent – to cover the 2 main players in M&A transactions. We first rank the continents by the number of deals completed and deal value in each continent. We then conduct a detailed analysis of the continents, with the leading number of deals and deal value as acquirer and target perspectives, namely the North American and the European continents. For a detailed analysis of each continent, we look at the continental distribution of counterparties, the top 3 or top 5 contributing countries, and the top 5 countries in which players are interested in cross-border mid-market deals.

Finally, we study the **framework's third tier**: deals conducted by acquirers or targets from the **Moore Global Corporate Finance geographies**. We first compare this with the continental analysis to understand the scale of the Moore Global Corporate Finance geographies compared to a geographical continent. Then, we compare the deal volume, deal value, and average deal value of different geographies to understand the particularities, similarities, and differences within the Moore Global Corporate Finance geographies.

# Parameters of the compass

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**Cross-border:** We define cross-border as having at least one acquirer (if multiple) from a country that is different from the target company.

**Mid-market:** We define mid-market deals as having a deal value from 10-200 million EUR (small-market deals as having a deal value lower than 10 million EUR, and large-market deals as having a deal value higher than 200 million EUR).

**M&A:** We define M&A as acquiring more than 15% ownership; or, if acquiring less than 15%, as acquiring more than 5 million EUR deal value. From those deals, minority stakes of less than 15% ownership acquired are excluded.

**Completed deals:** We use complete-confirmed deals with a completion date in the respective year.

**Data availability:** We use data from 2019 to 2024. Data download for this year's compass was conducted between 18 Feb and 22 Feb 2024 to ensure utmost data comparability to last year's report.

**Data sources:** We obtain research data from Zephyr, Orbis M&A, Bel-first, Bloomberg, Trends Top 100,000, Orbis Europe, acquirer and target websites, and related press releases.

**Europe:** We define Europe as geographical Europe.

**Moore Global Corporate Finance geographies (MGCF):** The geographies that Moore Global Corporate Finance is operating in include Belgium, Czech Republic, France, Germany, Hong Kong SAR, Hungary, Israel, Lithuania, the Netherlands, Poland, South Africa, and the United Kingdom.<sup>1</sup>

**Net acquirer (target):** We define a net acquirer geographical region as a region in which more deals are conducted with acquirers from that region than with targets from that geographical region. Vice versa, a net target geographical region is a geographical region in which more deals are conducted with targets from that region than with acquirers from that region.

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<sup>1</sup> Moore Global Corporate Finance geographies in alphabetical order.



# 1. First tier: Cross-border mid-market M&A as an important segment of the total M&A market

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- The total number of M&A deals grew by 12% from 2023 to 2024. With approximately 36,500 deals, the total M&A market deal volume is almost back to the level of the year 2022.
- The cross-border mid-market segment grew by almost 16% compared to the previous year – hence, outperforming the general M&A market.
- Of the 36,442 total M&A deals completed, at least 3,550 (10%) deals happened within the cross-border mid-market M&A segment, reconfirming the essential role of this segment in the M&A landscape.
- 38% of all mid-market deals are cross-border deals; 61% of all cross-border deals are mid-market deals.
- In terms of deal values, the cross-border mid-market segment shows fewer extreme movements and seems to be more resilient compared to the M&A market in general.
- Analysing the announced deals per quarter teaches us to be cautiously optimistic about a general recovery of the M&A market.
- The topic of sustainability is still on the agenda of companies as a consideration in M&A transactions, but, at the same time, it remains one of multiple reasons to engage in M&A transactions.

## 1.1 *Comparing the last 6 years – How has the cross-border mid-market M&A segment evolved compared to the total M&A market?*

The **cross-border mid-market M&A** segment is a crucial and interesting part of the entire M&A market. It incorporates elements of both the mid-market and the cross-border segments (see Figure 1). In this section, we position the cross-border mid-market segment within the general M&A market.

With 36,442 M&A deals completed in 2024, the **volume of total global M&A deals** shows a recovery of 12.3% compared to the previous year. This means that the deal numbers of 2024 have recovered to almost the level of 2022. From 2019 to 2020, the total number of M&A deals decreased significantly by 23%, from 42,714 in 2019 to 32,842 in 2020. However, in 2021, the market nearly recovered to pre-COVID levels: from 2020 to 2021, the number of M&A deals increased by 27%, reaching 41,646. However, this was only a temporary recovery, as in the year after (2022) the total number of M&A deals dropped by 10.7%, and another 12.7% in 2023, resulting in approximately the same number of M&A deals as in 2020 (Figure 2). In 2024, we saw a 12.3% increase in total global M&A deals compared to 2023 – bringing the deal activity almost back to the level of 2022.

Although the **volume** of total M&A deals has gone through turbulent times in the last 6 years, **cross-border mid-market M&A** has remained a relatively stable segment within the entire M&A market. The share of cross-border mid-market M&A was 12% of total M&A deals in 2019, 11% in 2020, and 10% in both 2021 and 2022. The percentage dropped further to 9% in 2023, with a total of 3,067 deals. In 2024, however, the number of cross-border mid-market M&A deals increased to 3,550, a 15.7% rise compared to 2023 – hence, a steeper increase than the total global M&A market – bringing the share back to approximately 10% of total global M&A deals.

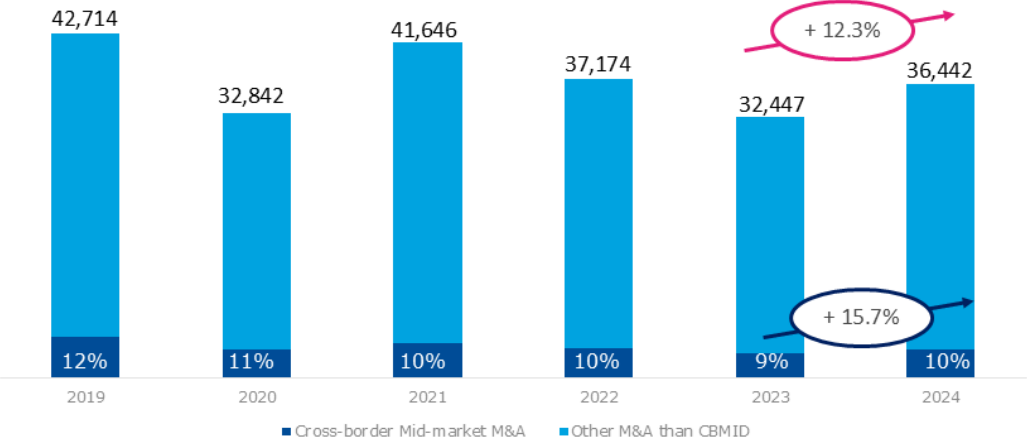


Figure 2. Six-year comparison of the total number of M&A deals and percentage of cross-border mid-market deals

To understand the source of the changes in the cross-border mid-market segment, we disentangled the cross-border mid-market segment into its separate dimensions, the size and the local perspective. The cross-border mid-market segment grew by 15.7% in 2024, increasing from 3,067 deals in 2023 to 3,550 deals (Figure 2). Similarly, the cross-border small-market M&A segment also grew

by 21.7% from 1,265 deals in 2023 to 1,539 deals in 2024 (Figure 3). Moreover, the percentage of cross-border M&A deals increased by 2pp (Figure 4), while the mid-market segment dropped by 1pp, indicating that the growth in both the cross-border mid-market and small-market M&A segments in 2024 was driven by cross-border dynamics.

Overall, while the total M&A market continues to experience fluctuations, the cross-border mid-market segment demonstrated resilience and growth in 2024. This segment continues to account for around 10% of the total M&A market over the past 6 years, indicating its stable and consistent role in global M&A activity.

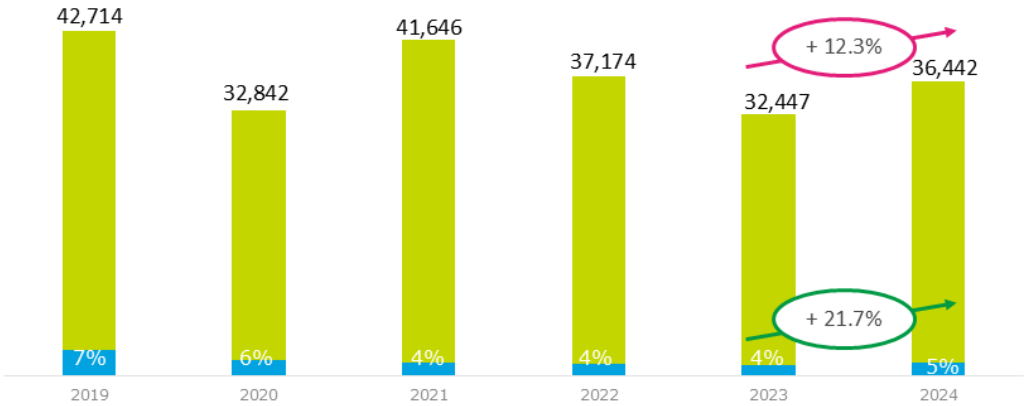


Figure 3. Six-year comparison of the total number of M&A deals and percentage of cross-border small-market deals

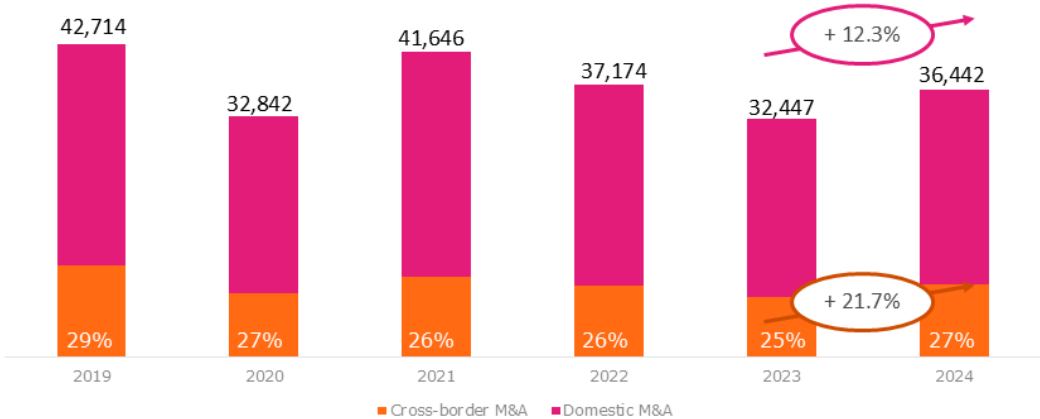


Figure 4. Six-year comparison of the total number of M&A deals and percentage of cross-border deals

When analysing the **average deal values** from 2019 to 2024, a distinct shift can be observed in 2024 compared to the previous years. While the **total M&A market** experienced a drop in average deal values from 2022 to 2023, the year

2024 indicates a recovery to almost the level of 2022 (Figure 5). While the average deal values for total M&A deals, cross-border M&A deals, and cross-border mid-market M&A deals increased steadily from 2019 to 2021, we saw for the first time a drop in average deal values in 2022. This trend continued in 2023. Average deal values for **total M&A** deals dropped by 20% from 185.5 million EUR in 2022 to 148.3 million EUR in 2023. However, in 2024, the average deal value rose again to 178.5 million EUR, marking a 20.4% increase compared to 2023. This indicates a recovery in the size of deals, reflecting an improving M&A environment as the market stabilises.

The **cross-border mid-market M&A segment** followed a similar pattern. The **average deal value** of cross-border mid-market M&A saw an increase between 2019 and 2021 but dropped in 2022 and 2023. The average deal value of cross-border mid-market M&A was 47.4 million EUR in 2023, lower than that of 2021 and 2022, but higher than 2019 and 2020 (Figure 5). In 2024, the average deal value increased to 50.6 million EUR, an increase of 6.8% compared to 2023. Interestingly, the increase of average deal value in mid-market deals contrasts with the broader declines in cross-border M&A markets and highlights the resilience of this segment, indicating that mid-market deals remain a stable and important part of global M&A activity.

The average value for cross-border M&A deals dropped by 18% from 181.1 million EUR in 2022 to 148.0 million EUR in 2023. Between 2019 and 2021, **cross-border M&A** deals had a higher average value than **total M&A** deals. However, average deal values for cross-border M&A deals were lower than for general M&A deals in 2022, 2023 and 2024. In 2024, the average deal value for cross-border M&A deals decreased to 137.1 million EUR, representing a drop of 7.4% compared to the previous year.

For the **cross-border small-market M&A** segment, the average deal value decreased in 2019 and 2020 but increased again in the years 2021 to 2023 (Figure 5). In 2024, the average deal value decreased slightly to 5.8 million EUR. Despite this slight decrease, the average deal value for cross-border small-market M&A in 2024 remained higher than in 2021 and 2022, indicating continued recovery and stability in this smaller deal segment.

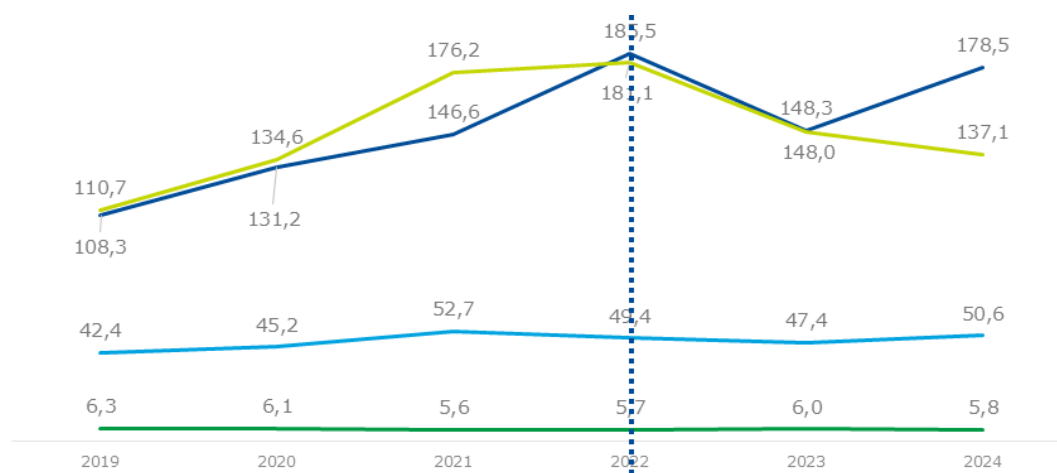


Figure 5. Six-year comparison of average deal values (€M)

Seeing **average deal values** drop in recent years raised the question as to whether this drop is driven mainly by the segment size or the geographical element. A comparison of average deal values over the last 2 years for the various segments provides a mixed picture (Table 1): The cross-border M&A segment increased by 3% in 2022 and dropped by 18% in 2023. Within this segment, the cross-border mid-market M&A segment showed a decrease (-6%) in 2022 and a decrease in 2023 (-4%), but this was far less extreme than the decrease for the total M&A market and the cross-border segment. For M&A deals other than cross-border mid-market M&A, there is a higher increase (+29%) in 2022 and a more significant decrease (-21%) in 2023. In 2024, we observed a recovery for the cross-border mid-market M&A segment. The average deal value for this segment increased by 6.8% compared to 2023, reaching 50.6 million EUR. This segment's ability to rebound highlights its stable position within the global M&A market. Based on these figures, we can conclude that the cross-border mid-market M&A is influenced by both the size and the geographical perspective, and, on the other hand, it shows its own particularities – primarily, that it is more resilient in terms of average deal-values than other market segments.

Table 1. Average deal values (€m) over the last 6 years

Year	Average Deal Value											
	2019	Change%	2020	Change%	2021	Change%	2022	Change%	2023	Change%	2024	
Total global M&A	108,3	21%	131,2	12%	146,6	27%	185,5	-20%	148,3	20%	178,5	
Cross-border Mid-market M&A	42,4	7%	45,2	16%	52,7	-6%	49,4	-4%	47,4	7%	50,6	
Other M&A than CBMID	123,8	22%	151,4	12%	169,6	29%	218,0	-21%	171,6	23%	210,9	
Cross-border Small-market M&A	6,3	-4%	6,1	-8%	5,6	2%	5,7	5%	6,0	-3%	5,8	

## 1.2 Taking stock of the year 2024: Analysing the cross-border mid-market segment from various angles

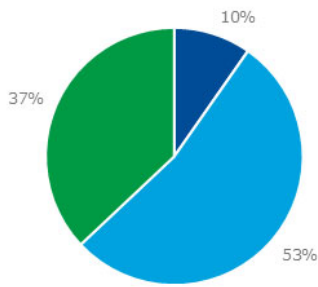
In 2024, of the 36,442 total M&A deals completed, at least 3,550 (10%) deals happened within the cross-border mid-market M&A segment. These deals have a total deal value of 179.8 billion EUR, representing 6% of the deal value of the total M&A market.

Looking at the market by **deal size**, **mid-market deals** continue to be the largest segment in terms of deal volume. Mid-market deals make up 53% of total M&A deals, confirming their role as the largest segment by number of deals compared to large-market and small-market deals. In 2024, large market deals account for 10% of total M&A deals while representing 85% of total M&A deal value. Small-market deals, while making up 37% of total deals, contribute only 1% of the overall M&A deal value.

In terms of **deal value**, mid-market deals account for 14% of total M&A deal value, large-market deals represent 85% of total M&A deal value, and small-market deals account for 1% of total M&A deal value (Figure 6).

**BY NUMBER OF DEALS**

100%=36,442



■ Large-market\* ■ Mid-market\* ■ Small-market\*

\*Percentage split extrapolated based on 17,586 deals with known deal value.

\*\*Based on 17,586 deals with known deal value.

**BY DEAL VALUE**

100%=3139,8 €bn\*\*

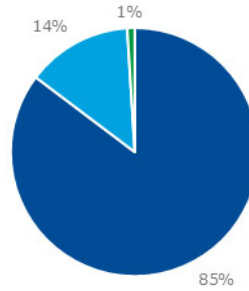
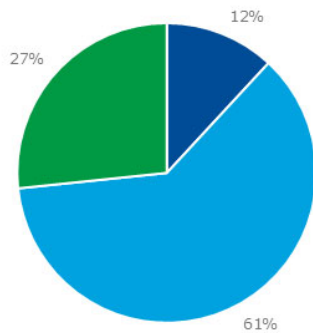


Figure 6. M&A market in 2024 by deal-size segment

**BY NUMBER OF DEALS**

100%=9,907\*



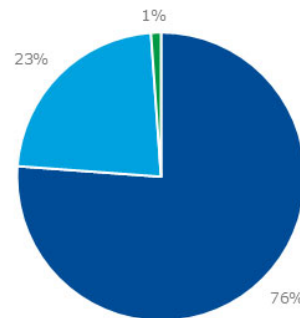
■ Cross-border large-market M&A ■ Cross-border mid-market M&A ■ Cross-border small-market M&A

\*Percentage split extrapolated based on 5,776 deals with known deal value.

\*\*Based on 5,776 deals with known deal value.

**BY DEAL VALUE**

100%=791,9\*\* €bn



20

Figure 7. Cross-border M&A market in 2024 by deal-size segment

Among the 5,776 cross-border M&A deals with known deal value in 2024, 61% are mid-market deals (Figure 7 and Figure 8). This distribution reflects the continuing dominance of mid-market deals in the cross-border M&A segment.

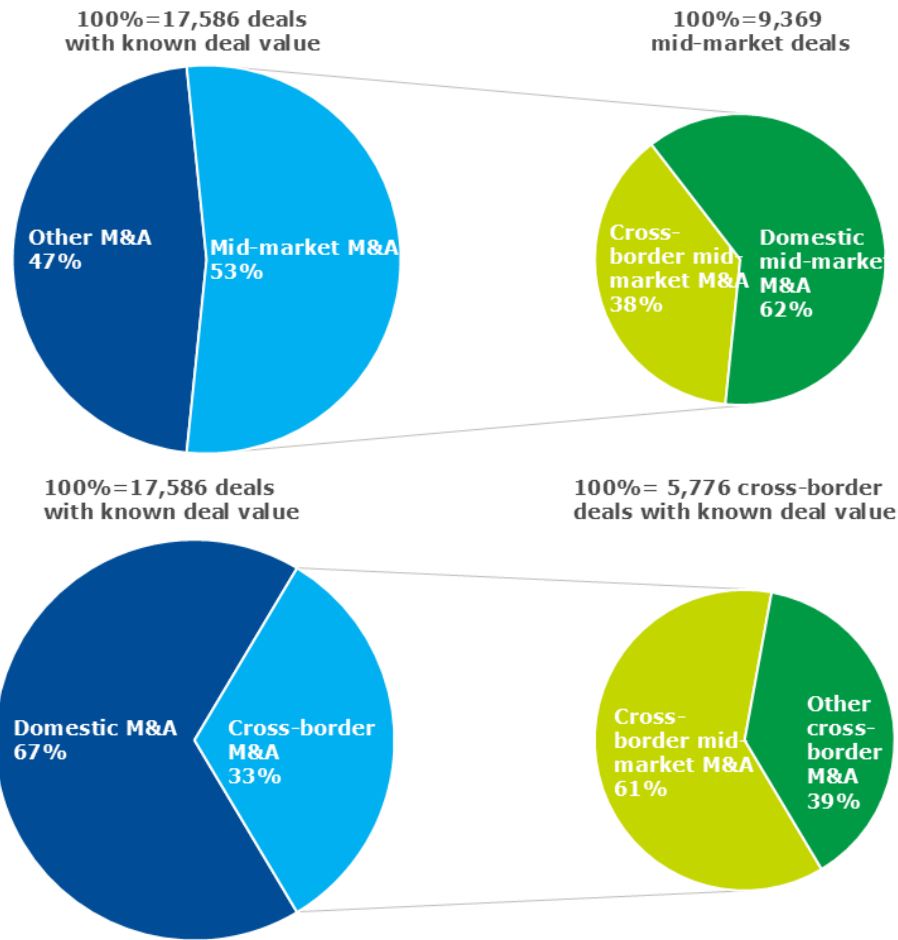


Figure 8. Mid-market and cross-border M&A segment split by number of deals

Analysing the target and acquirer countries, we see that 33% of all deals with known deal value completed in 2024 were **cross-border M&A** deals (Figure 8). This represents an increase of 3pp compared to 2023.

From the above analysis, we can conclude that the cross-border mid-market segment is a niche (but an important one) in the global M&A market (Figure 9).



53% of the total M&A market are mid-market deals. Among the mid-market M&A deals, 38% are cross-border deals.



\*Based on 17,586 deals with known deal value.

Figure 9. Split of total M&A market (number of deals) in 2024 by market segments

### 1.3 Announced deals in 2024 – Glimpsing into deals potentially completing in 2025

The current economic conditions not only affected deal completion but deal announcement as well. To further assess the potential extent, we analysed announced deals in the year 2024. We compared the **deal volumes**, **deal values** and **average deal values per quarter** and **market segment**. In contrast to all other analyses of the compass in which we concentrate on completed deals, we focused in this analysis on **announced** deals to assess the **deal appetite** and **sentiment**. The average time to complete deals is slightly more than 1 year. Studying announcing deals, especially on a quarterly basis, can help give us a glimpse into the possible M&A intensity in 2025.

The quarterly analysis of announced deals in 2024 teaches us a cautious optimism. Regarding deal **volumes**, the first quarter of 2024 saw 11,718 deals announced, with 12,583 announced deals in Q2, 11,915 in Q3, and a slight uptick to 12,514 in Q4. However, this uptick was not enough to fully offset the overall downward trend seen in the first half of the year, signalling that deal activity has not rebounded as hoped. Across all market segments, the deal volume decline was evident, with the

largest market segment (large-market M&A) experiencing more volatility compared to the mid-market and small-market segments (Figure 10).

In terms of **deal value**, the quarterly trends reflect a similar downturn. For total M&A, the deal value decreased sharply from Q1 to Q2. The overall decline in deal values shows a fall in market confidence, even though some recovery was seen in Q3. However, the deal value falls again in Q4.

**Cross-border M&A deals** show a similar trend. In Q1 2024, 2,869 cross-border deals were announced. This number increased in Q2 to 3,088, falling again to 2,955 in Q3 and 2,863 in Q4. Value also declined for cross-border M&A deals in Q3 and Q4.

There are considerable differences in announced deal numbers and deal values between **various segments**. Hence, to better scrutinise the evolution of the various sub-segments, we present the information of cross-border mid-market, mid-market, small-market, and cross-border small-market segments on a separate graph (Figure 11 and Figure 12).

All 4 segments (mid-market and cross-border mid-market, small-market and cross-border small-market) saw a decline in announced deals in Q3 and a slight increase towards the end (Q4) of 2024. Interpreting these announced deals as an indicator for M&A activity in the year 2025 teaches us to be cautiously optimistic.

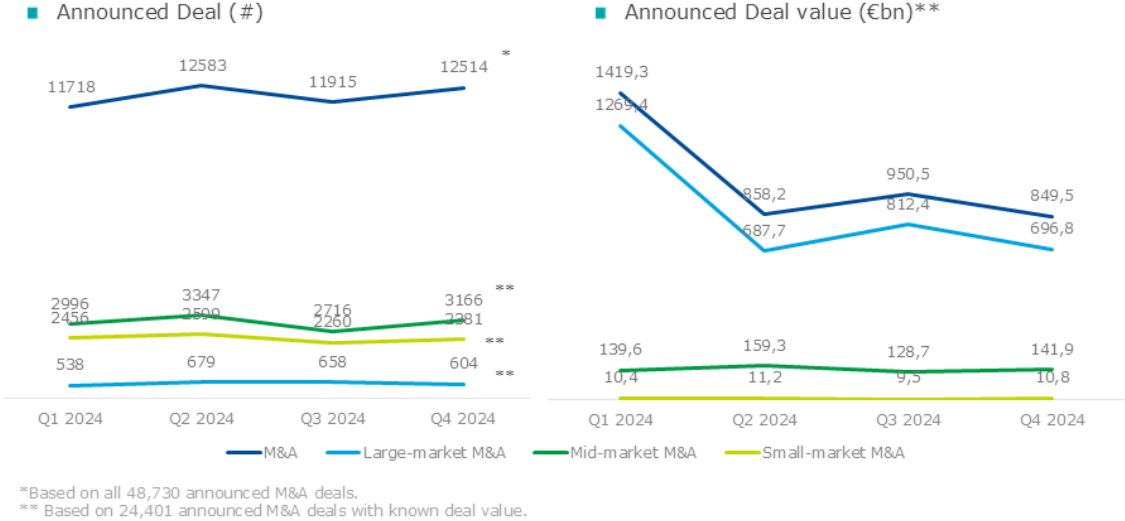
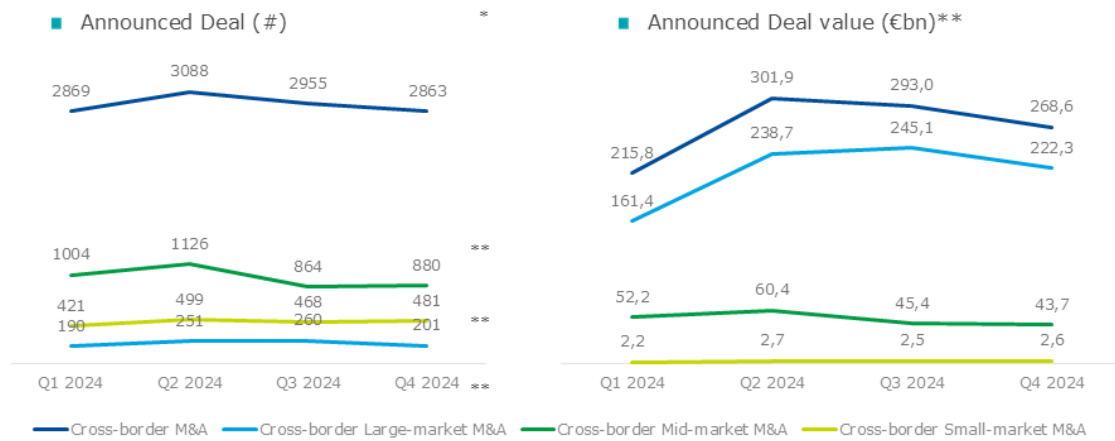
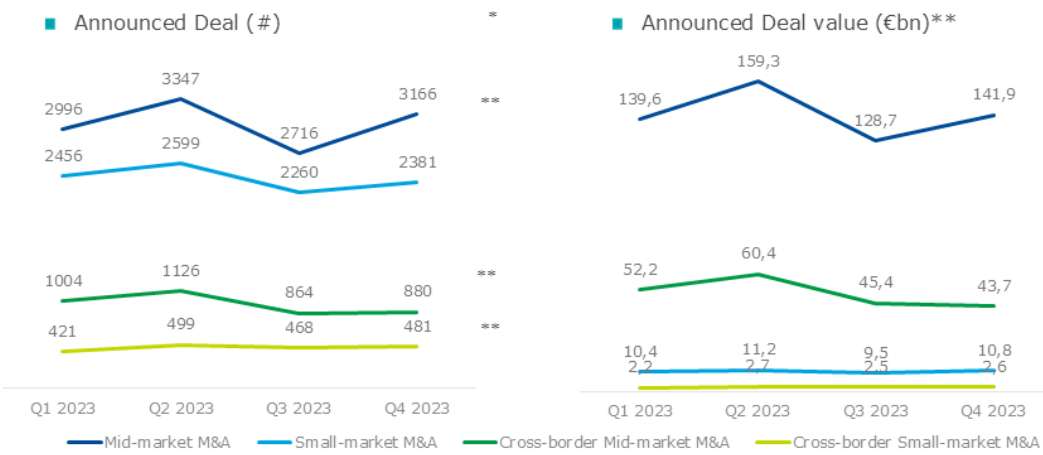


Figure 10. Announced deals per quarter 2024 by deal-size segment



\*Based on all 11,775 announced cross-border M&A deals.  
 \*\* Based on 6,645 announced cross-border M&A deals with known deal value.

Figure 11. Announced deals per quarter 2023 by cross-border deal-size segment



\*Based on 6,645 announced cross-border M&A deals with known deal value and 24,401 announced M&A deals with known deal value.

Figure 12. Announced deals per quarter 2024 by mid- and small-market segment

## 1.4 Sustainability as a deal rationale

Sustainability and the Environmental, Social and Government (ESG) topics are being intensively discussed in society in general as well as in the business world. In our 2022 report, we discovered that sustainability was increasingly mentioned as a motive for M&A deals, albeit on a low level. However, in 2023, our analysis reveals that **cross-border M&A and cross-border mid-market M&A** segments saw a drop in sustainability as a deal rationale. Most of the other segments remained stable; only the **domestic** M&A and **large-market M&A** segments increased in percentage of sustainability being mentioned as a deal rationale. We concluded that, in years of a difficult economic environment, topics other than sustainability were more important. Large-market deals may have been affected by the ESG reporting requirements of large companies.

Interestingly, **in 2024**, we observe that more deals seem to be motivated by sustainability or ESG concerns compared to the previous year, particularly within **cross-border M&A and cross-border mid-market M&A segments** (Figure 13). These segments increased in the percentage of sustainability-related keywords mentioned in the deal rationale. The percentage rose to 7% in cross-border mid-market M&A from 4% in 2023. This is a higher growth than the cross-border M&A market in general, which increased from 5% to 7%. Surprisingly, the large market M&A market sees a first decline in 2024 after a growing percentage throughout the previous 4 years – it fell to 7%, which is at the level of 2021.

These numbers indicate that sustainability-related aspects are taken into consideration or, in some cases, even become the motivation of the deal per se. Still, this happens at a rather low level and has not become a dominant logic for M&A activity. Reasons to engage in M&A are manifold, and sustainability remains one of them.

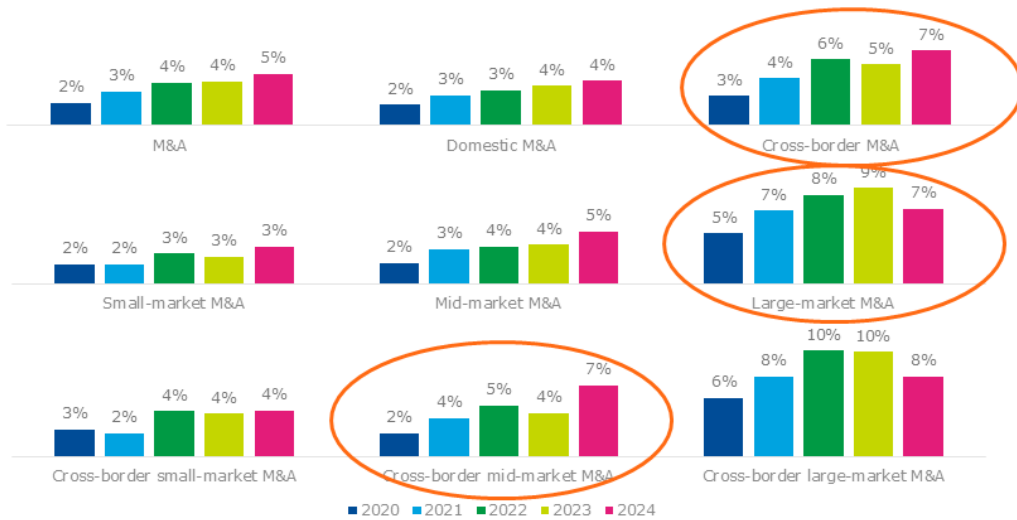


Figure 13. Development of sustainability as a deal rationale per market segment

Zooming in on the **geographical distribution of sustainability-related deals**, we find empirical evidence that most of these deals happen within Europe, especially the EU. Among M&A deals mentioning sustainability in their deal rationale, in 55% of these deals, at least one of the involved parties is located in geographical Europe and 39% is within the EU. Among cross-border M&A deals mentioning sustainability-related topics in their deal rationale, 77% happen within geographical Europe, and 62% happen within the EU. Among cross-border mid-market M&A deals regarding sustainability, 76% happen within geographical Europe, and 63% happen within the EU. From these percentages, we can conclude that sustainability-related deals are heavily concentrated within Europe, especially the EU (Figure 14).

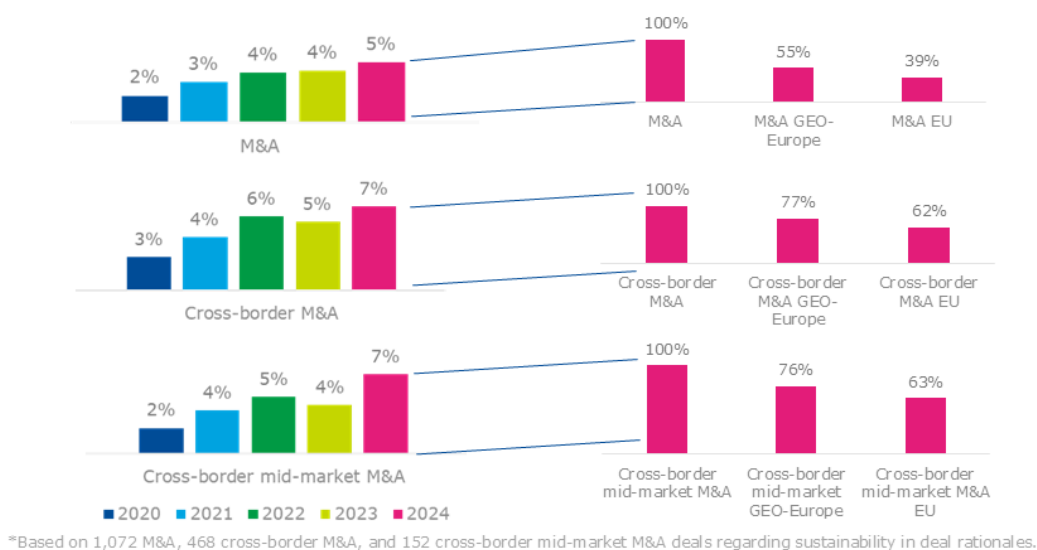


Figure 14. Zoom in on sustainability-related deals in 2024

## 2. Second tier: Understanding the cross-border mid-market segment

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- **North America and Europe are the 2 most engaged continents in cross-border mid-market M&A in 2024. They make up to 75% deal volume and deal value as the acquirer origin and 77% deal volume and value as the target origin.**
- **North American acquirers come mainly from the USA and show a particular interest in targets from Oceania, specifically Australia.**
- **European acquirers are mainly active in the European market.**
- **Asian acquirers are becoming relatively less active compared to previous years.**
- **North America is the largest target origin continent of cross-border mid-market M&A deals.**
- **Oceania has seen a continuous rise in relative deal value compared to previous years.**
- **The IT industry is again the dominant segment in cross-border mid-market M&A deals.**
- **Interest in the healthcare industry is still high – the average deal value has increased to 52.9 M EUR – an even higher level than in 2022.**

### 2.1 The Continental Perspective

In the **second tier**, we concentrate on the core market segment of this compass and zoom in on **cross-border mid-market deals** from a **continental perspective**. We study the deal flow among 6 different continents: Africa, Asia, Europe, North America, Oceania, and South America. We break the analysis down into 2 perspectives – the acquirers per continent, and the targets per continent – to examine an M&A transaction from both perspectives.

Studying the deal flow among the 6 continents (Figure 15), we find that the continental splits of **deal volume** and **value** are similar for both the **acquirer** and **target sides**.

As in previous years, **North America** and **Europe** are the top 2 continents in cross-border mid-market M&A in 2024. They make up to 75% of deal volume (70% in 2023) and 77% of deal value (71% in 2023) as the acquirer origin, and 56% of

deal volume (56% in 2023), and 55% of deal value (56% in 2023) as the target origin. This year, we see a greater increase of these 2 continents as acquirers than target origin.

When analysing the **acquirer side** of cross-border mid-market M&A deals in 2024, we see a structure similar to previous years. Most cross-border mid-market deals involve acquirers from **North America**. North American acquirers make up 48% of the deal volume (43% in 2023) and 51% of the deal value (45% in 2023). This year is the first time since we started to analyse the cross-border mid-market M&A segment that North American acquirers have taken over more than half of the deal value of the total cross-border mid-market M&A market. The second most active acquirer continent is **Europe**, accounting for 27% of deal volume (27% in 2023) and 26% of deal value (27% in 2023). We see a decline in the activity of Asian acquirers, who now represent 22% of deal volume (27% in 2023) and 20% of deal value (26% in 2022). Acquirers from **Oceania, South America, and Africa** together account for only 3% of deal volume and 3% of deal value of **cross-border mid-market M&A** transactions. This is consistent with the situation in 2023.

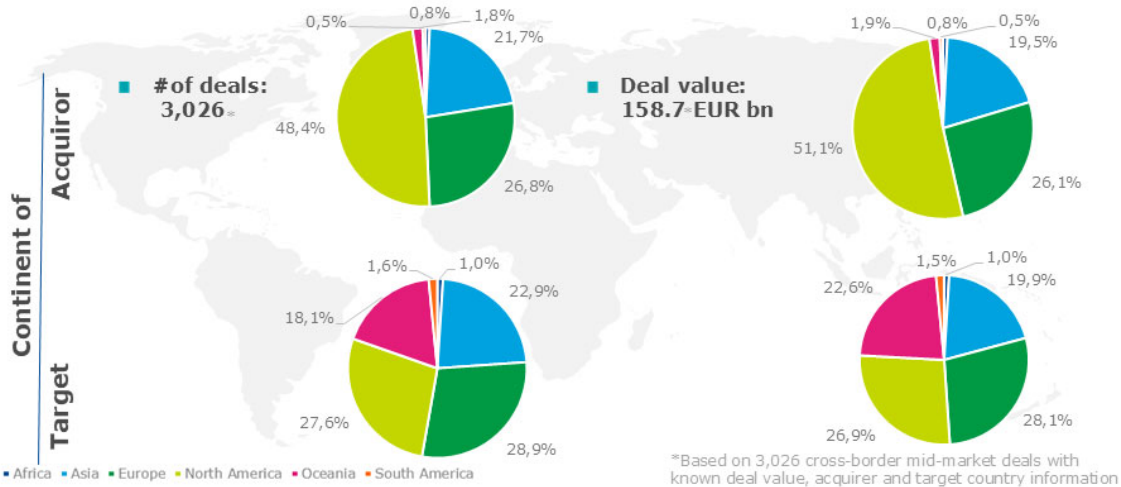


Figure 15. Cross-border mid-market M&A deals in 2024 by continent

On the **target side**, most targets of **cross-border mid-market M&A** come from **Europe**, making up 29% of deal volume (28% in 2023) and 28% of deal value (27% in 2023). **North America**, with 28% deal volume (29% in 2023) and 27% deal value (30% in 2023), has fallen back to the second-largest target continent.

This is followed closely by **Asian** targets, which account for 23% of deal volume (25% in 2023) and 20% of deal value (22% in 2023).

This means that North America has seen a decrease in deal volume and value this year. Deal volume with **North American** targets dropped by 1pp, while the deal value of **North American** targets dropped by 3pp. Moreover, we see an increasing interest in European targets: deal volume increased by 1pp and deal value increased by 1pp. Europe became the largest target continent again. However, the percentage of the market segment has not yet come back to the level of 2022, when transactions with European targets accounted for 37 % of the deal volume.

Deals with **Asian targets** have been decreasing since 2021: deal volume decreased by 1pp in 2022, by 2pp in 2023, and by 2pp in 2024, now accounting for 23% of the total deal volume. The deal value also decreased by 3pp in 2022, by 3pp in 2023, and by 2pp in 2024.

Targets from **Oceania** have seen a substantial increase in 2024. Oceanian targets comprised 18% of deal volume and 23% of deal value – hence, the trend continues to increase after the surge in 2023.

We introduce an indicator called '**value-to-volume ratio**'<sup>2</sup> to evaluate the deal value and volume in a specific continent. If the value-to-volume ratio is >1, the continent has a relatively higher deal value per deal. If the value-to-volume ratio is <1, the continent has a relatively higher deal volume.

As an **acquirer origin**, North America has a value-to-volume ratio of 1.1, while Europe has a value-to-volume ratio of 1.0. As a **target origin**, both North America and Europe have a value-to-volume ratio of 1.0. Over the past 4 years, North America saw a decline in its value-to-volume ratio from a target perspective, which now seemed to stabilise in 2024.

In 2023, **Oceania** saw a significant rise in relative deal value compared to 2021. As a **target origin**, Oceania had a value-to-volume ratio of 1.2 in 2023, which was the highest amongst all continents as a target origin. This number continued to increase to 1.3 in 2024. This indicates that Oceanian target deals have the highest and steadily growing average deal value. Investors are willing to pay more for Oceanian targets.

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<sup>2</sup> Value-to-volume ratio = deal value % / deal volume %.



Table 2. Value-to-volume ratio by continent of acquirer and target

Continent	As acquirer origin				As target origin			
	2021	2022	2023	2024	2021	2022	2023	2024
Africa	0,7	1,0	0,9	1,0	0,8	1,1	0,9	0,9
Asia	1,0	1,0	1,0	0,9	1,0	0,9	0,9	0,9
Europe	0,9	0,9	1,0	1,0	0,9	1,0	1,0	1,0
North America	1,1	1,0	1,1	1,1	1,2	1,1	1,0	1,0
Oceania	0,8	1,1	0,9	1,0	1,0	1,1	1,2	1,3
South America	0,9	1,1	0,9	1,0	1,1	1,0	0,8	1,0

## 2.2 Focus on North America as the most active acquirer continent

On the continental level, most **cross-border mid-market deals** with **North American acquirers** happen within North America (36%), Oceania (25%), and Europe (18%) (Figure 16). The top 3 origin continents for targets add up to 80% of cross-border mid-market M&A deals with North American acquirers. Compared to 2023, we observe more deals targeting Oceania (20% in 2023) while fewer deals target North America (41% in 2023).

Most North American acquirers of cross-border mid-market M&A deals in 2024 come from the **United States**, contributing up to 84% of deal volume, whereas acquirers from **Canada** account for 7% (Figure 16). These percentages are in line with the results in 2022 and 2023.

Hence, we see a very similar picture when analysing where the targets are coming from. The top 5 countries that acquirers from **North America** and **the USA are interested in are Australia, the United Kingdom, China, India, Canada, and Israel**. The **top 5 target-origin countries** add up to 49% of cross-border mid-market M&A deals with acquirers from the United States and 45% of cross-border mid-market M&A deals acquired by North American acquirers. Comparing the results with those from the year 2023, we see that Australia continues to increase both in deal volume and deal value as one of the top 5 target countries. India is listed for the first time amongst the top 5 target countries for both North America and the United States. The increase seems to be driven by the deals in the IT industry in India.

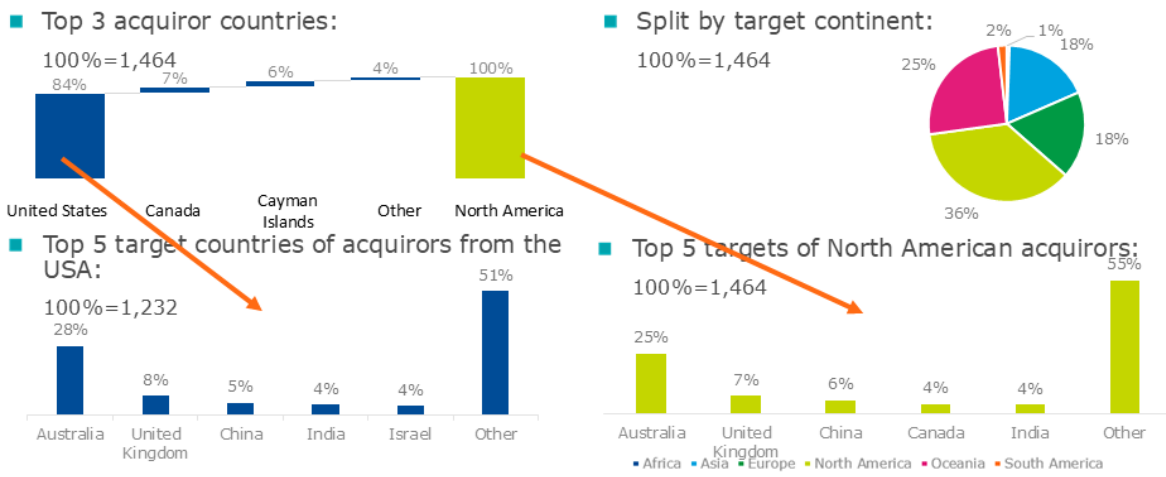


Figure 16. Deep dive North American acquirers by number of deals

## 2.3 Focus on Europe as the second most active acquirer continent

Europe is the second most active acquirer-origin continent. **European acquirers** are mainly active in cross-border mid-market M&A deals within **Europe**, making up to 62% of cross-border mid-market M&A deals with **European acquirers**. **North American targets** are the second most popular, with about 17% deal volume. The third most attractive target-origin continent for European acquirers is **Oceania**, with about 10% deal volume. Oceania has replaced Asia as the third attractive target-origin continent. This trend of increasing interest in targets from Oceania is in line with what we already observed for acquirers from North America. These top 3 target-origin continents make up to 89% of cross-border mid-market M&A deals with **European acquirers**, which is consistent with the results in 2023.

On a **country level**, **European acquirers** have a more evenly distributed split than North American acquirers. The top 5 European acquirers are from the **United Kingdom** (25%), **France** (17%), **Switzerland** (8%), **Germany** (7%), and **Sweden** (6%). In total, acquirers from the top 5 European acquirers' origin countries make up to 66% of total cross-border mid-market M&A deals with European acquirers. For the first time, Switzerland is among the top 5 European acquirers' origin countries. These deals are primarily driven by the IT and healthcare sectors.

**European acquirers** have a strong interest primarily in **European** and **North American** targets. The top 5 targets by country make up 64% of the deals, a further increase of 2pp compared to 2023. Regarding target countries, 3 out of the top 5 countries are from Europe and make up 29% of total deals with European acquirers.

The most active acquirers within Europe are from the **United Kingdom**, whose top-5 targets by origin countries make up 50% of cross-border mid-market deals. The most significant target origin country for acquirers from the United Kingdom is **the United States**, making up 23% of transactions with acquirers from the United Kingdom. The second largest target origin country for acquirers from the United Kingdom is **Australia**, and it makes up 11% of deals with acquirers from the United Kingdom. Compared to 2023, there is a decrease of 6pp.

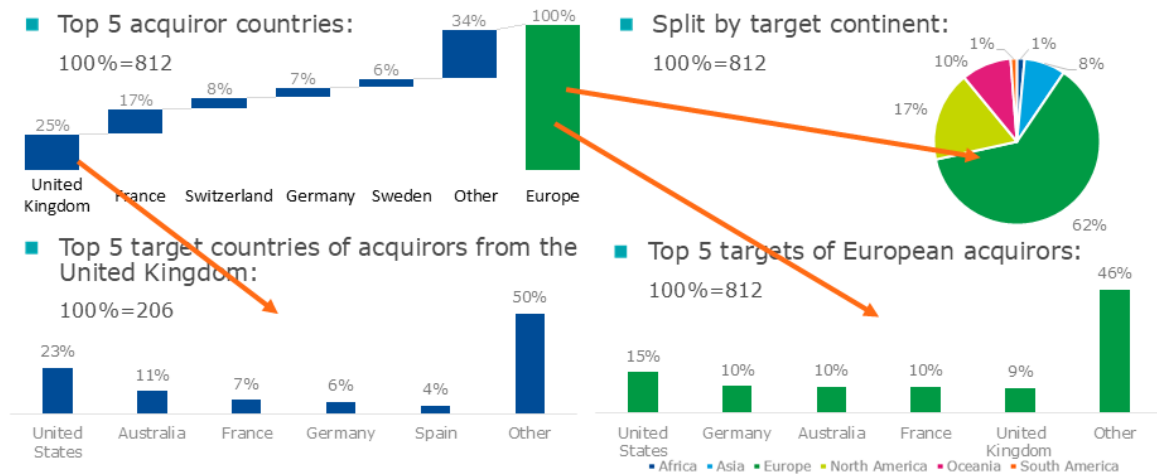


Figure 17. Deep dive European acquirers by number of deals

## 2.4 Focus on Europe as target continent

**Europe** is the **largest target origin** continent of **cross-border mid-market M&A** deals in 2024. Most of the acquirers active in **cross-border mid-market M&A** deals with **European targets** also come from Europe. **European acquirers** take up 58% of the total deal volume (62% in 2023), followed by **North American acquirers** at 30% (27% in 2023); hence, in total, North American and European acquirers make up the vast majority (88%) of deal volume. **Asian acquirers** are the third most active acquirers of European targets, with a 10% deal volume (9% in 2023). Therefore, deals with **European targets** have a relatively concentrated split in acquirer continents. Compared to 2023, there seems to be less concentration of inner-European cross-border deals, as the percentage of European acquirers of European targets decreased by 4pp. However, if we consider the increase of 5pp in 2022, the overall trend is still concentrated in Europe. There is a slight increase in interest from North American acquirers this year, and we saw an increase of 3pp.

On a **country level**, **European** targets also have a more concentrated split in acquirer countries than Europe's situation as acquirers. The top 5 acquirers of European targets are from the **United States** (26%; 23% in 2023), the **United Kingdom** (12%; 13% in 2023), **France** (8%; 12% in 2023), **Germany** (7%; 6% in 2023), and **Luxemburg** (5%; 5% in 2023). The top 5 acquirer countries make up 59% of deals with European targets (59% in 2023). We saw an increase in interest in European targets from acquirers from the United States (3pp) and a drop in interest in the United Kingdom (1pp) in 2024. Compared to the drop of 10pp in 2023, we see a further decline of acquirers in the United Kingdom.

The most significant **target country** within **Europe** is the **United Kingdom** (26%). Targets of the United Kingdom have a relatively more concentrated split

of acquirers than those of Europe. The **United States** is the largest acquirer country for targets in the **United Kingdom**, with 43% deal volume (36% in 2023), followed by **Australia** with 4% (4% in 2023). Compared to the trend of Europe in general, we found that the interest of the United Kingdom is different. The United States are less interested in European targets than in 2023, but their interest grew for targets from the United Kingdom.

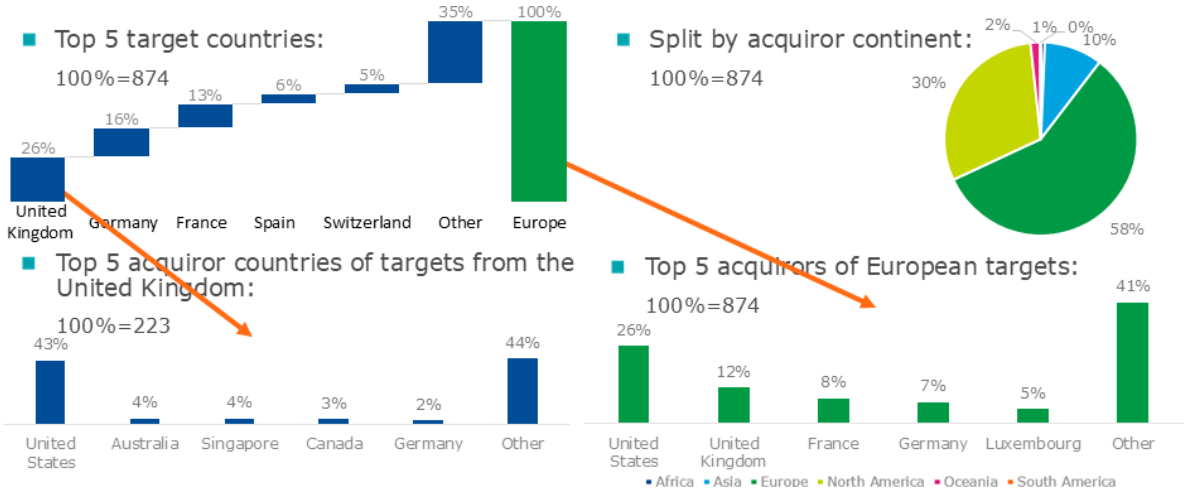


Figure 18. Deep dive European targets by the number of deals

To further analyse the concentration of deals within **Europe**, we deep dive into **EU targets** to compare the situation within the **EU** and **geographical Europe**. We first notice that 68% of deals with European targets are targeted within the EU. European acquirers buy 67% of deals with EU targets. This number for geographical Europe is 58%. The difference of 9pp indicates that EU target companies are more favoured by European acquirers. However, at the country level, the United States seem to shop less within the EU (15%), compared to geographical Europe (26%). This also applies to the United Kingdom, with 9% EU target deals and 12% geographical Europe deals. Top acquirer countries within the EU – for example, Germany – show the opposite trend. Germany has 10% EU target deals and 7% geographical Europe deals. These numbers indicate that EU countries mainly engage in cross-border mid-market M&A deals within the EU.

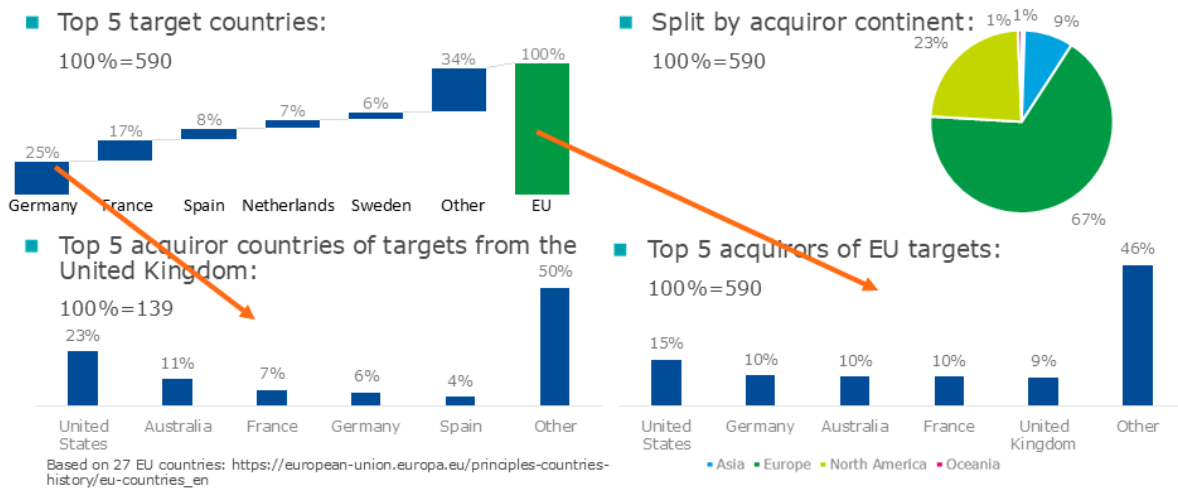


Figure 19. Deep dive EU targets by the number of deals

## 2.5 Industry analysis on a global level

Analysing in which **industries cross-border mid-market M&A** are happening, we see that, over the last 5 years, the **IT industry** remained the most exciting industry for cross-border mid-market acquirers globally. While the industry has always been among the top 5 industries over the last 6 years, there were some ups and downs in terms of deal volume happening within this industry as well as average deal values (see Table 3). In 2024, we observe that the IT industry continues to be the top one in terms of deal volume, although its leading position declined further in 2024. The IT sector accounted for 34% of deal numbers in 2024. However, the average deal value of the IT sector increased 15% from 37.7 M EUR in 2023 to 43.3 M EUR in 2024.

Another industry that has always attracted high interest over the last 6 years is the **healthcare** industry. While it was still the fourth industry of interest in 2019, it remained the second most interesting sector between 2020 and 2023. The healthcare industry has maintained its position as the second most active industry by deal volume (14%) and deal value (14%). However, the interest is mainly reflected in the stable percentage of deals, whereas the average deal value is less stable. The average deal value in the healthcare industry increased from 42.1 million EUR in 2019 to 47.1 million EUR in 2020, and it increased further to 52.7 million EUR in 2021. In 2022, the healthcare industry saw a drop in average deal value. It decreased by 11% to 46.8 million EUR in 2022. In 2023, the average deal value recovered to 48.0 million EUR, almost reaching the level of 2020. This is also higher than the global average cross-border mid-market deal value of 2023 (47.4

million EUR). In 2024, the healthcare sector's average deal value was 52.9 M EUR, reflecting its importance in the cross-border mid-market M&A landscape.

In 2024, the highest average deal values amongst the top 5 industries in terms of deal volume were achieved in the **Banking, Insurance & Financial Services (BIFS)** sector, with 67.0 million EUR. This sector has continued to have the highest average deal value. **Metal and Metal Products** is on the top 5 list for the first time. This industry has an average deal value of 57.0 M EUR. Being on the list indicates that metal and metal products were sought after in 2024, following the development of the electric car industry and the search for rare-earth elements.

Table 3. Top 5 industries based on # of cross-border mid-cap M&A deals in 2019-2024

	cross-border mid-cap M&A globally in 2019*:						cross-border mid-cap M&A globally in 2020**:					
	IT	BIFS***	ME***	Health	WRT***	Other	IT	Health	BIFS***	ME***	Business Services	Other
Deals (#)	24%	13%	11%	10%	5%	37%	31%	12%	10%	9%	5%	32%
Deal value (€bn)	23%	13%	11%	11%	6%	37%	29%	13%	10%	9%	5%	34%
Avg. deal value (€m)	40.6	42.3	40.9	42.1	45.7	41.2	39.0	47.1	46.6	41.7	38.9	44.8
	* Based on 5,703 deals ** Based on 4,250 deals						***BIFS: Banking, Insurance & Financial Services ME: Machinery & Equipment WRT: Wholesale & retail trade					
	cross-border mid-cap M&A globally in 2021*:						cross-border mid-cap M&A globally in 2022**:					
	IT	Health	ME***	BIFS***	Business Services	Other	IT	Health	ME***	BIFS***	WRT***	Other
Deals (#)	42%	12%	8%	7%	4%	26%	40%	11%	10%	7%	5%	28%
Deal value (€bn)	43%	13%	8%	7%	4%	4%	38%	11%	9%	8%	5%	29%
Avg. deal value (€m)	49.2	52.7	48.3	48.1	44.5	46.5	45.2	46.8	40.6	56.2	50.6	48.2
	* Based on 4,070 deals ** Based on 3,577 deals						***BIFS: Banking, Insurance & Financial Services ME: Machinery & Equipment WRT: Wholesale & retail trade					
	cross-border mid-cap M&A globally in 2023*:						cross-border mid-cap M&A globally in 2024**:					
	IT	Health	ME***	BIFS***	Business Services	Other	IT	Health	ME***	MT***	BIFS***	Other
Deals (#)	35%	16%	9%	6%	6%	29%	34%	14%	10%	7%	6%	29%
Deal value (€bn)	27%	15%	9%	8%	6%	34%	28%	14%	9%	7%	8%	34%
Avg. deal value (€m)	37,7	48,0	48,2	63,2	52,3	57,5	43,3	52,9	46,5	57,0	67,0	61,0
	* Based on 2,612 deals ** Based on 3,026 deals						***BIFS: Banking, Insurance & Financial Services ME: Machinery & Equipment MT: Metals & Metal products					



## 2.6 Industry Analysis for North America and Europe

Analysing the **target industry** split of the largest **acquirer continent**, **North America**, and the second largest target continent, **Europe**, we want to understand what **North American acquirers** are interested in and for what kinds of industries **European targets** are acquired.

Table 4. Top 5 industries based on the number of cross-border mid-market deals

	cross-border mid-cap M&A with North American acquirer*:						cross-border mid-cap M&A with European target**:					
	IT	Health	MT***	ME***	Business Services	Other	IT	Health	ME***	WRT***	Business Services	Other
Deals (#)	42%	14%	8%	7%	6%	23%	36%	15%	12%	4%	4%	28%
Deal value (€bn)	37%	14%	9%	7%	7%	26%	27%	16%	12%	5%	4%	36%
Avg. deal value (€m)	48,5	57,4	64,5	51,2	66,3	62,5	37,9	54,8	50,7	63,7	46,6	64,7

\* Based on 1,464 deals  
 \*\* Based on 874 deals  
 \*\*\*ME: Machinery & Equipment WRT: Wholesale & retail trade  
 MT: Metals & Metal products

In terms of deal numbers, **North American acquirers** (Table 4) show an even stronger interest in the **IT and Healthcare sectors** than is the case for global cross-border mid-market deals. This is in line with our findings for the year 2023. North American acquirers have a higher percentage of deal volume and deal value in the IT and Health sectors, and they pay higher average deal values compared to global acquirers in both industries. Specifically, North American acquirers pay an average of 57.8 million EUR for cross-border mid-market M&A deals in the healthcare industry, whereas this is 52.9 million EUR globally. In 2023, North American acquirers paid 53.0 million EUR for healthcare cross-border mid-market M&A deals. There was an increase of 9% of average deal value from 2023 to 2024.

The third sector in which North American acquirers are most active is the **Metal and Metal Products industry**. Already in 2023, this industry was of particular interest to North American acquirers. In 2024, the interest in the metal and metal products sector was a global trend, making it the fourth most wanted target industry on the global list. The average deal value for the metal and metal products industry for cross-border mid-market M&A deals with North American acquirers is 64.5 billion EUR. This sector had the highest average deal value for North American

acquirers in 2023. In 2024, the average deal value increased by another 1% – still, it was not the sector with the highest average deal value in 2024. The **business service sector** had the highest average deal value for deals with North American acquirers in 2024, with an average deal value of 66.3 million EUR.

Analysing the industry of cross-border mid-market deals with **European targets** (Table 4) involved, we found that European targets are representative of the characteristics of global cross-border M&A in that they have the same top 3 industry ranking in the same order. We see that they also take place primarily in the **IT industry**. This is the largest industry for European targets, representing 36% of deal volume and 27% of deal value of cross-border mid-market M&A deals with European targets. Interestingly, the average deal value for IT cross-border mid-market M&A deals with European targets is comparatively low. The average deal value is only 37.9 million EUR, which is 13% lower than the global average.

## *2.7 Ultimate ownership analysis*

The **ownership structure** of companies nowadays is not straightforward. Companies engaging in cross-border mid-market deals may conduct direct investments in a deal or bridge it through holding companies or subsidiaries. Understanding the ultimate owners can help us understand who is actually standing behind and driving these deals. Knowing the actual deal makers can help us understand deal-making's trend or rationale.

In 2024, the picture in general looked similar to the one of 2023 and still indicating a slight shift towards a more active financial community. Non-financial buyers were the major buyers, taking up 60% of total cross-border mid-market deal numbers (63% in 2023). Among the non-financial buyers, the majority are corporate buyers (75%). The second largest ultimate owners are families or individuals (16%), which are considered as individual investors. The third largest ultimate owner is state-owned enterprises (8%), which act on behalf of countries. This percentage for individual investors and state-owned enterprises is consistent with 2023. Financial buyers, like private equity or venture capital investors, on the other hand, made up 40% of the total deal numbers (37% in 2023).

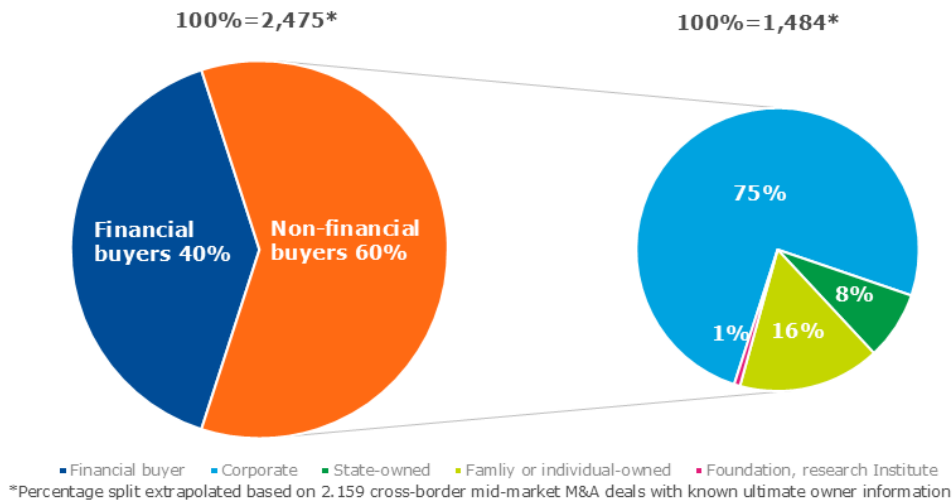


Figure 20. Ultimate owners of cross-border mid-market acquirers

**Financial buyers** have drawn our attention due to their increasing exposure to the cross-border mid-market M&A. In 2024, financial buyers take up 40% of total cross-border mid-market deal numbers. Among the financial buyers, the majority are mutual and pension funds, nominee, trust, and trustees (32%). The second largest ultimate owners are banks (29%). The third largest ultimate owner are venture capital and private equity firms (28%). Financial companies and insurance companies add up to the remaining 11% of deal volume in 2024.

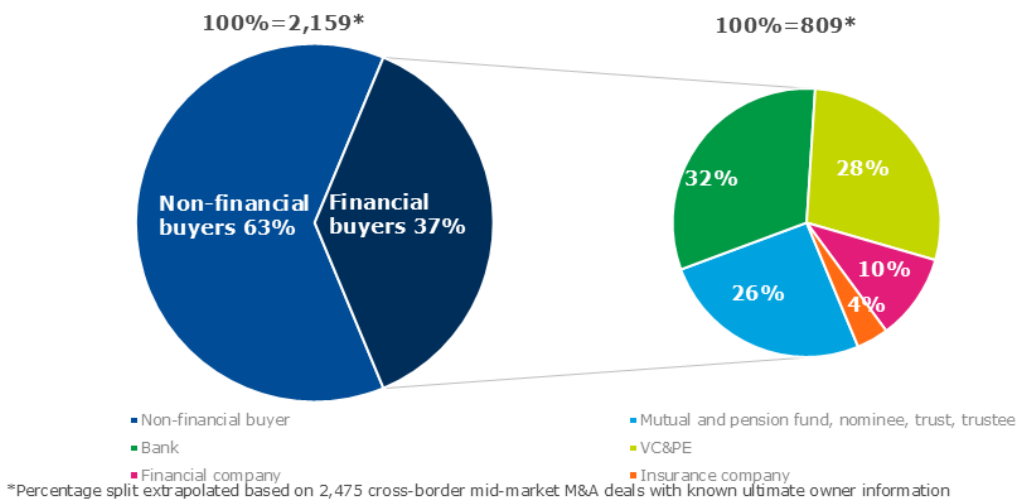


Figure 21. Ultimate Owner for financial buyers in 2023

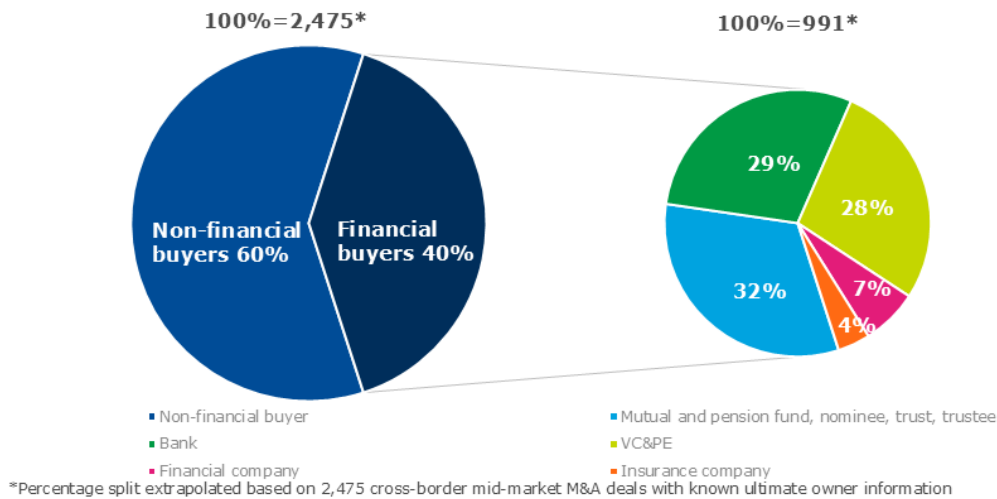


Figure 22. Ultimate Owner for financial buyers in 2024

## 2.8 Topic modelling analysis for deal rationales – New analysis for 2024

To deepen our understanding of the drivers, trends, and dynamics of the cross-border mid-market M&A segment further, we are interested in the rationales for those deals. For this purpose we make use of modern technology and apply the Latent Dirichlet Allocation (LDA). LDA is a popular unsupervised topic modelling technique that helps us to clear out the underlying topic for the set of deal rationales we collected. The LDA assumes that each deal rationale consists of a mix of a finite set of topics. Each topic is expressed over words. Words that frequently appear together in documents are likely to be assigned to the same topic. The LDA is an unsupervised learning algorithm, meaning that it does not require prior knowledge of what topics may exist in the total deal rationales. The algorithm automatically identifies patterns and topics within the dataset of deal rationales.

We study the topics for the cross-border M&A in general and then the subset of deals with financial buyers, namely the private equity and venture capital buyers, to compare their similarities and differences with the general market trend.

For **total cross-border mid-market M&A buyers**, the top 5 topics are business growth, technology and innovation, medical and healthcare, sustainability and energy, and fintech. Based on the topic modelling analysis, we find indication that deals in India are driven by a strong interest in IT, especially fintech. Further, in the IT sector, there also seems to be a strong focus on the gaming industry. When

it comes to sustainability-related deals, then these deals seem to be mainly driven by the need for the energy transition.



Figure 23. Word cloud for cross-border mid-market M&A deals rationales

For **financial buyers** in the cross-border mid-market M&A segment, there is a clear difference between their deal motives and general deal rationales. Financial buyers have a strong emphasis on financial growth and value the business potential. From an industry perspective there seems to be a strong interest in the **healthcare** sector from financial investors.

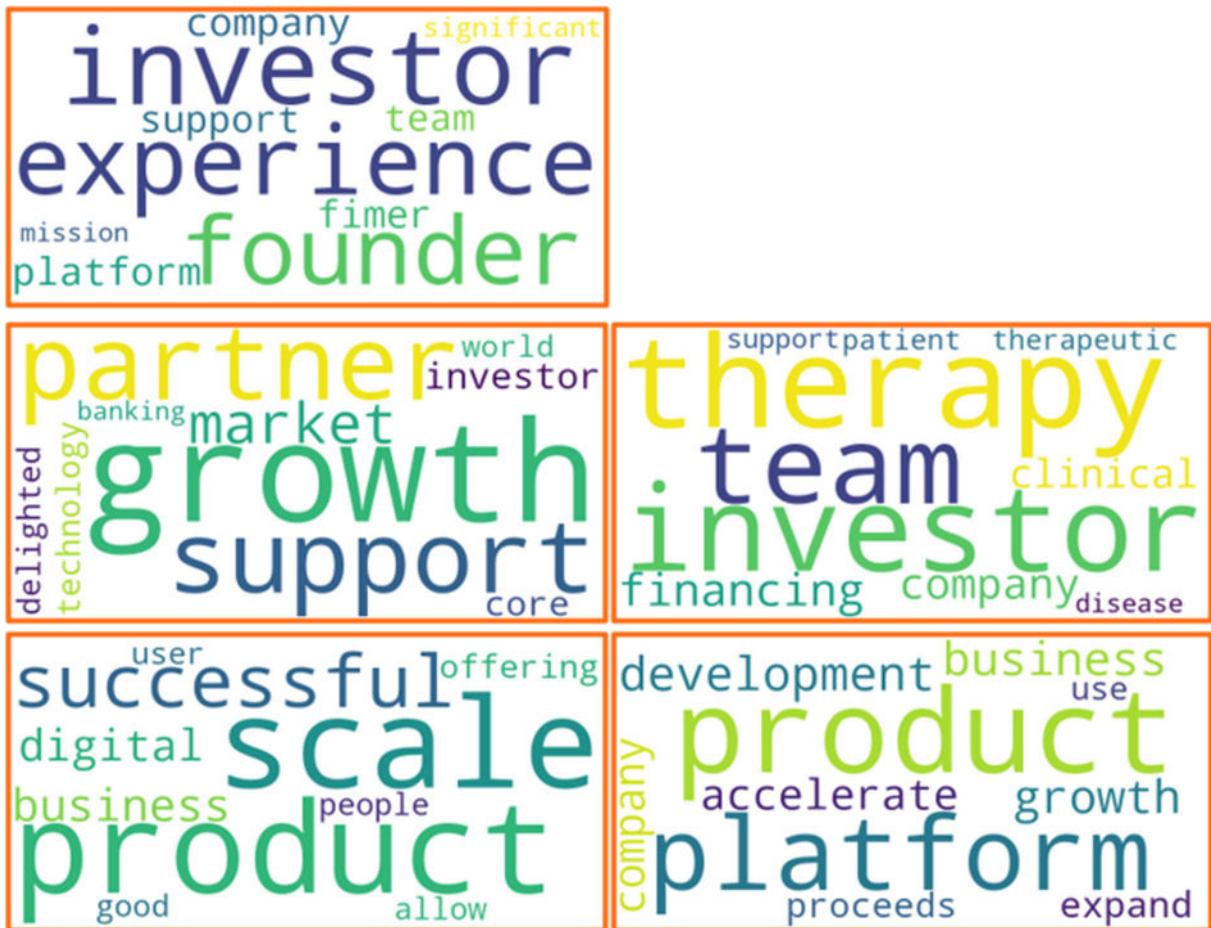


Figure 24. Word cloud for cross-border mid-market M&A deals rationales of financial buyers

### 3. Third tier: Focusing on the Moore Global Corporate Finance (MGCF) geographies

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- **MGCF geographies are net targets. Acquirers from the United Kingdom dominate the market. The UK is the most active acquiring country, and deals with acquirers from the United Kingdom have a relatively higher average deal value.**
- **Targets from the United Kingdom, Germany, and France are the top 3 European target origins within the MGCF geographies.**
- **Acquirers from the United States are the most active acquirers of targets from the MGCF geographies.**
- **Israel has more than twice the deal numbers as target origin than as acquirer origin, while Germany has almost twice the deal numbers as target origin than as acquirer origin.**
- **Similar to the overall cross-border mid-market M&A segment in general, the IT and the healthcare sector dominate transactions happening in the MGCF geographies.**

#### *3.1 Moore Global Corporate Finance geographies as net target*

In the third tier, we analyse deals conducted within the Moore Global Corporate Finance geographies in more detail. We first compare it with the continental analysis to understand the scale of the Moore Global Corporate Finance geographies. Then, we focus on different geographies to understand the particularities, similarities, and differences within the Moore Global Corporate Finance geographies.

Calculating a **net result** for cross-border mid-market M&A helps us understand the aggregate inflow or outflow of company numbers and asset values in a geographical region. Compared with 571 deals with acquirers from the MGCF geographies, 671 deals have targets from the MGCF geographies, making the MGCF geographies net target deals region (Table 5).

Table 5. Summary of net result for cross-border mid-market M&A in MGCF geographies

	Net Deal Number(#)	Deal Number	Net Deal Value(€m)	Deal Value	
MGCF Geographies	-100	Net Target	-4953,9	Net Target	
United Kingdom	-17	Net Target	-342,9	Net Target	
France	-14	Net Target	-1883,4	Net Target	
Germany	-61	Net Target	-2585,0	Net Target	
Hong Kong SAR China	35	Net Acquirer	1605,3	Net Acquirer	
Netherlands	13	Net Acquirer	1038,9	Net Acquirer	
Israel	-60	Net Target	-2874,6	Net Target	
Belgium	6	Net Acquirer	515,6	Net Acquirer	
South Africa	3	Net Acquirer	-16,1	Net Target	
Czechia	4	Net Acquirer	9,0	Net Acquirer	
Hungary	4	Net Acquirer	292,3	Net Acquirer	
Poland	-12	Net Target	-680,0	Net Target	
Lithuania	-1	Net Target	-33,0	Net Target	Changed compared to previous year

The **United Kingdom**, **Germany**, and **France** are the **top 3 target origins** from the MGCF geographies. With 206 deals with acquirer origin and 223 deals with target origin from the United Kingdom – and thus a delta of 17 deals – the **United Kingdom** is considered a **net target**. The same holds for **France**, with 100 cross-border mid-market deals with an acquirer origin and 114 deals with a target origin from France, and thus a delta of 14 deals. **Germany** is also considered a **net target country**, as 78 cross-border mid-market deals have acquirers coming from Germany, whereas 139 cross-border mid-market targets are coming from Germany, resulting in a delta of 61 deals (Table 5).

**Israel** has more than twice the deal numbers as target origin than as acquirer origin, while **Germany** has almost 2 times the deal numbers as target origin than as acquirer origin in both 2023 and 2024. In 2024, half of the MGCF geographies are net acquirer regions. The **Hong Kong SAR**, the **Netherlands**, **Belgium**, **South Africa**, **Czech Republic**, and **Hungary** are net acquirer regions. **South Africa** assumes an interesting role: when taking deal volume into account, it can be considered as a net acquirer; whereas, when analysing the deal values, it is regarded as a net target.

Analysing the **industries** in which deals with targets or acquirers from MGCF geographies are taking place (Table 6), we see that, similar to the overall cross-border mid-market M&A segment in general, the **IT sector** dominates, and the second most attractive sector in terms of deal volume is the **Healthcare** sector. The deal numbers in the IT sector are almost 3 times the deal numbers in the healthcare sector. Deals in the IT sector dominate the M&A activity in Israel: 52% of transactions with acquirers from Israel happened in the IT sector. When analysing cross-border mid-market M&A transactions with targets from Israel, we



see that 41% of all deals take place within the IT sector. IT is also the most important sector in **Germany**, from both a target and an acquirer perspective: 33% of all deals with acquirers from Germany and 41% of all deals with targets from Germany take place within this sector. Whereas **Dutch** acquirers execute 19% of their cross-border mid-market transactions in the IT sector, 43% of the deals with targets from the **Netherlands** take place within this industry.

The second most important industry for the MGCF Geographies is the **Healthcare**<sup>3</sup> sector: 20% of all cross-border mid-market transactions with targets from the Netherlands take place within this industry. While **Belgian acquirers** are also shopping in the health industry (16% of all deals), **Belgian targets** are coming from the **Healthcare** industry with 31% and the **IT industry** with 46%. The food, beverages, and tobacco industry is not a top 5 important sector of all cross-border mid-market transactions. However, it is on the top 3 industry list for Czech Republican acquirers, South African targets, and Polish targets (see the Appendix for detailed information per MGCF geography).

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<sup>3</sup> We plot the histogram for deal values of healthcare sector deals for the MGCF Geographies and we don't observe an outlier.

Table 6. Top 5 industries based on the number of cross-border mid-market deals

	MGCF cross-border mid-market M&A* in 2021:						MGCF cross-border mid-market M&A** in 2022:					
	IT	Health	BIFS***	ME***	WRT***	Other	IT	ME***	Health	BIFS***	WRT***	Other
Deals (#)	37%	10%	9%	8%	5%	32%	34%	10%	9%	8%	6%	34%
Deal value (€bn)	37%	10%	9%	9%	6%	30%	32%	9%	9%	10%	6%	34%
Avg. deal value (€m)	44.8	43.5	46.3	50.6	51.6	44.0	43.3	41.3	48.8	57.8	48.0	45.8
	* Based on 1,882 deals with either acquiror or target from MGCF						***BIFS: Banking, Insurance & Financial Services					
	** Based on 1,762 deals with either acquiror or target from MGCF						ME: Machinery & Equipment					
							WRT: Wholesale & retail trade					
	MGCF cross-border mid-cap M&A* in 2023:						MGCF cross-border mid-cap M&A* in 2024:					
	IT	Health	ME***	BIFS***	Business Services	Other	IT	Health	ME***	BIFS***	Business Services	Other
Deals (#)	40%	14%	9%	7%	3%	27%	38%	15%	12%	5%	4%	26%
Deal value (€bn)	30%	13%	9%	10%	5%	33%	29%	15%	11%	6%	4%	34%
Avg. deal value (€m)	35,7	43,7	47,7	68,7	64,3	59,0	38,1	53,4	49,4	65,5	49,5	64,5
	* Based on 937 deals with either acquiror or target from MGCF						***BIFS: Banking, Insurance & Financial Services					
	** Based on 1,000 deals with either acquiror or target from MGCF						ME: Machinery & Equipment					
							WRT: Wholesale & retail trade					

### 3.2 Focus on cross-border mid-market deals with acquirers from the MGCF geographies

In 2024, 571 cross-border mid-market deals with a deal value of 27.3 billion EUR have **acquirers** from the **MGCF geographies** (Figure 25). **Acquirers** from the **United Kingdom, France, and Germany** are the top 3 European acquirer origins within the **MGCF geographies**. The United Kingdom and France are also among the top 2 acquirers in Europe, while Germany ranked number 4, following Switzerland.

**Acquirers** from the **United Kingdom** contribute almost 2 times the deal volume compared to **France**, the second largest MGCF geographies acquirer country. The acquirers from the **United Kingdom** also have the highest total deal value in the MGCF geographies: 11.0 billion EUR (Figure 25).

The **average deal** value for cross-border mid-market deals with **acquirers** from the **MGCF geographies** is 47.8 million EUR, which is 6% lower than the global average cross-border mid-market deal value (50.6 million EUR). The median average deal value for cross-border mid-market deals in the MGCF geographies is 47.8 million EUR (38.7 million EUR in 2023).

Being the most active **acquiring** country, deals with acquirers from the **United Kingdom** have a relatively higher average deal value (53.5 million EUR) among **all of the MGCF geographies**. In contrast, the second-largest acquirer origin, **France**, has an average deal value of 36.0 million EUR. With 62.1 million EUR, Hungary has the highest average deal value among the **MGCF geographies** as acquirer origin, mainly driven by one deal in the healthcare sector with a deal value of 175 million EUR.

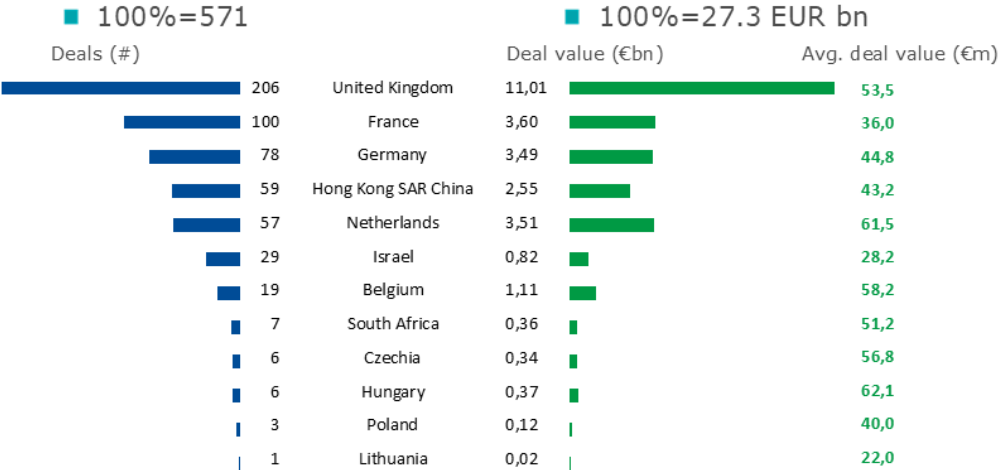


Figure 25. Split of cross-border mid-cap M&A deals by acquirers from the MGCF geographies

In terms of **industries** that **acquirers** from the MGCF geographies are interested in, we see a dominant role in the **IT industry**: this is the leading industry that acquirers from **France** (43%), **Israel** (52%), **Germany** (33%), and the **Netherlands** (19%) are interested in. For acquirers from Belgium, the IT industry is the second most attractive industry (16%), whereas targets from the healthcare industry get the most attention from Belgian acquirers (37%) (see Appendix).

### 3.3 Focus on cross-border mid-market deals with targets from the MGCF geographies

In 2024, 671 cross-border mid-market deals with a deal value of 32.3 billion EUR had **targets** from the **MGCF geographies** (Figure 26). Compared with the target split by continent, we can see that cross-border mid-market M&A deals with targets

from the MGCF geographies amount to 77% of all cross-border mid-market M&A deals with targets from Europe (718 deals), the largest target origin continent. The MGCF geographies also account for 72% of deal value of the largest target origin continent, Europe (44.6 billion EUR deal value). The **United Kingdom, Germany,** and **France** are the top 3 European target origins within the MGCF geographies.

The **average deal value** for **cross-border mid-market** deals with **targets** from the **MGCF geographies** is 48.1 million EUR, and hence 5% lower than the global average deal value for cross-border mid-market deals (50.6 million EUR). This difference has decreased compared to 2023, where the average deal value for cross-border mid-market deals with targets from the MGCF geographies was 7% lower than the global average. The median deal value for cross-border mid-market deals in the MGCF geographies is 48.1 million EUR. With 165.9 million EUR, deals with targets from Czech Republic have the highest average deal value. However, there is information for only 2 deals available for this country. South Africa has the second largest average deal value: 93.7 million EUR.

In terms of the **industries** in which most of the **cross-border mid-market M&A** deals with **targets** from the **MGCF geographies** are happening, we also see the **IT industry** playing a dominant role: this is the leading industry that targets from **France** (41%), **Israel** (78%), **Germany** (41%), the **Netherlands** (43%) and **Belgium** (46%) are acquired in.

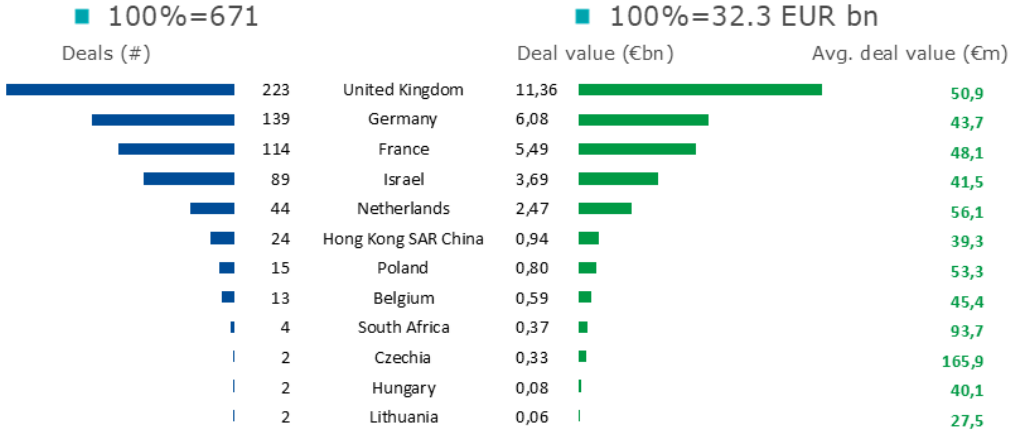


Figure 26. Split of cross-border mid-cap M&A deals by targets from the MGCF geographies

### *3.4 Analysing the deal flows between the different MGCF geographies*

Finally, analysing the **deal flows between the different MGCF geographies**<sup>4</sup>, we see that (in addition to the previously described actors coming from the **United Kingdom**) acquirers from **France** are mainly acquiring in the United States (13%); acquirers from **Israel** are mainly acquiring in the **United States** (24%); **German** acquirers are shopping a little bit everywhere, with very low concentrations on the first 3 most important target countries – the **United States** (12%), France(6%), and Sweden (6%). This is similar to **Belgian acquirers** with 21% of transactions with targets from the **United States**, 16% from Netherlands, and 11% from France. And **Dutch acquirers** are most interested in targets coming from the United States (14%).

On the **target** side, we see that, **for most countries, their targets** are mainly acquired by acquirers from the **United States**. This holds true for targets coming from the **United Kingdom, France, Israel, the Netherlands, and Germany** – 43% (the United Kingdom), 22% (France), 49% (Israel), 27% (the Netherlands), and 20% (Germany) of the respective acquirers come from the **United States**.

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<sup>4</sup> For details on the respective geographies, please see the Appendix.

# Outlook

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2024 was a recovery year for M&A in general and cross-border mid-market M&A transactions in general. Still, the question remains whether this was the beginning of a new M&A wave or just a re-stabilisation of the market.

Analysing the announced deals per quarter provides signals for a rather conservative outlook. This is further supported by analysing global trends. On the one hand, there seems to be an unbroken interest and need in deals happening within the healthcare sector as well as in the IT sector. Digitalisation has been a major topic for years now and will remain one of the main challenges and opportunities for firms in the coming years. The latest developments in Artificial Intelligence will probably even further increase the number of deals happening in IT. Similar signals can be seen in the healthcare sector, where bioscience companies, in particular, are researching and developing with full speed on solutions for the most pressing challenges in healthcare, such as cancer, diabetes, Alzheimer treatments or antibiotic resistance. At the same time, it will be interesting to see how the intersection of healthcare and artificial intelligence will further nurture the M&A activity with companies working on solutions that might revolutionise the healthcare sector, like personalised medicine, virtual healthcare assistance, and virtual hospitals.

At the same time, the current political landscape has changed with elections that took place in many countries and regions like the US, Europe, and India. Geopolitical tensions, and even wars, are further increasing the level of uncertainty, and hence, most investors and companies are currently still carefully observing in which direction the economic pendulum will swing, making it difficult to foresee M&A activity for the year 2025 with precision.

# Appendix 1

MGCF Geographies	Acquirer Deal Number	Top 3 target countries as acquirer	Top 3 target countries deal number %	Top 3 target industries as acquirer	Top 3 target industries deal number %	Target Deal Number	Top 3 acquirer countries as target	Top 3 acquirer countries deal number %	Top 3 acquirer industries as target	Top 3 acquirer industries deal number %
United Kingdom	206	United States	23%	IT	35%	223	United States	43%	IT	41%
		Australia	11%	Health	20%		Australia	4%	Health	20%
		France	7%	BIFS*	9%		Singapore	4%	ME*	8%
		Other	59%	Other	36%		Other	50%	Other	31%
France	100	United States	13%	IT	43%	114	United States	22%	IT	41%
		Germany	12%	Health	16%		United Kingdom	12%	Health	14%
		Spain	6%	ME*	15%		Luxembourg	7%	ME*	13%
		Other	69%	Other	26%		Other	59%	Other	32%
Hong Kong SAR China	59	China	29%	ME*	25%	24	Cayman Islands	17%	IT	25%
		Australia	12%	MT*	15%		China	17%	BIFS*	13%
		Cayman Islands	8%	BIFS*	8%		Cayman Islands	13%	WRT*	13%
		Other	51%	Other	51%		Other	54%	Other	50%
Germany	78	United States	12%	IT	33%	139	United States	20%	IT	41%
		France	6%	Health	22%		France	9%	ME*	19%
		Sweden	6%	ME*	13%		United Kingdom	9%	Health	9%
		Other	76%	Other	32%		Other	63%	Other	31%
Netherlands	57	United States	14%	Health	21%	44	United States	27%	IT	43%
		Germany	11%	IT	19%		United Kingdom	11%	Health	20%
		India	7%	ME*	11%		Belgium	7%	ME*	9%
		Other	68%	Other	49%		Other	55%	Other	27%
Israel	29	United States	24%	IT	52%	89	United States	49%	IT	78%
		Brazil	7%	Health	21%		Japan	8%	ME*	12%
		Australia	3%	FBT*	7%		United Kingdom	6%	Health	7%
		Other	66%	Other	21%		Other	37%	Other	3%
Belgium	19	United States	21%	Health	37%	13	United Kingdom	15%	IT	46%
		Netherlands	16%	IT	16%		United States	15%	Health	31%
		France	11%	BIFS*	11%		France	8%	ME*	15%
		Other	53%	Other	37%		Other	62%	Other	8%
South Africa	7	United States	29%	IT	57%	4	China	25%	BIFS*	25%
		Mauritius	14%	BIFS*	14%		India	25%	FBT*	25%
		Poland	14%	Construction	14%		United States	25%	IT	25%
		Other	43%	Other	14%		Other	25%	Other	25%
Poland	3	Finland	33%	Business Services	33%	15	Luxembourg	20%	Construction	27%
		United Kingdom	33%	CRPN*	33%		Netherlands	13%	Business Services	13%
		United States	33%	Travel	33%		Czech Republic	7%	FBT*	13%
		-	-	-	-		Other	60%	Other	47%
Czech Republic	6	Brazil	17%	IT	50%	2	Belgium	50%	Travel	50%
		Croatia	17%	ESG	17%		Slovakia	50%	WRT*	50%
		Poland	17%	FBT*	17%		-	-	-	-
		Other	50%	Other	17%		-	-	-	-
Hungary	6	Belgium	17%	Construction	17%	2	Cayman Islands	50%	IT	100%
		Poland	17%	Health	17%		Spain	50%	-	-
		Romania	17%	IT	17%		-	-	-	-
		Other	50%	Other	50%		-	-	-	-
Lithuania	1	Poland	100%	WCP*	100%	2	United Kingdom	50%	IT	100%
		-	-	-	-		United States	50%	-	-

\*ME: Machinery & Equipment, BIFS: Banking, Insurance & Financial Services, MT: Metals & Metal Products, FBT: Food, Beverages, Tobacco  
WRT: Wholesale & Retail Trade, CRPN: Chemicals, Rubber, Plastics, Non-metallic products, WCP: Wood, Cork & Paper



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INFO@VLERICK.COM - WWW.VLERICK.COM