

A cross-border transaction spanning ingredients, CDMO and brands to create a €1bn personal care leader

CLIENT
Migros



MIGROS

TRANSACTION TYPE
Sell-side Advisory

TARGETS
Mibelle Group



FINAL COUNTERPARTS
Persán



MICHAEL MAAG
MANAGING DIRECTOR | ALANTRA

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This transaction builds on our strong relationship with Migros and the previous work on the sale of Dr. G skincare to L'Oréal. We are very pleased to have found an excellent partner for Mibelle Group in Persán. The deal positions the combined business as one of the world's leading innovation-focused manufacturing companies.”

Client description

Migros is Switzerland's largest retailer and a leader in grocery, non-food retail, financial services and healthcare. The group is known for its commitment to sustainability, quality and innovation.

Deal description

Alantra advised Migros on the sale of Mibelle Group to Persán. The combination creates one of the world's largest innovation-led organisations across beauty ingredients, contract development and manufacturing (CDMO) and branded personal care, with global operations spanning personal care, home care and nutrition. The transaction supports Persán's international expansion and allows Migros to streamline its focus on core business areas.



MATTHEW WISEMAN
MANAGING DIRECTOR | ALANTRA

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This transaction is a great example of Alantra's cross-office collaboration, leveraging our deep sector expertise and extensive network. The combined efforts of our Swiss, UK and US teams and the knowledge across ingredients, CDMO's and brands ensured a successful outcome, reinforcing our track record in the consumer goods and health & beauty sectors.”

A successful outcome

The deal marks a strategic milestone for both Migros and Persán, creating a global €1bn platform with over 3,000 employees, combining capabilities across ingredients, CDMO and brands. It reflects Alantra's ability to deliver large-scale, cross-border transactions, its high-quality reputation in Switzerland and its position as a trusted advisor in the beauty, health and wellness sector.