

Starting out in European value textile retail

maconda supports the leading South African retailer Mr Price Group in the acquisition of NKD, a leading German-based value retailer with operations in seven European countries

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The German consulting boutique maconda assisted Mr Price Group, the leading South African value retailer, with a commercial review related to the acquisition of NKD, a leading European retailer focused primarily on value for money apparel. By acquiring NKD from an entity owned by funds managed by TDR Capital, Mr Price Group enters the European market and adds seven countries to its business in Southern Africa.

maconda is a leading provider of commercial due diligence in the DACH region. The advisor has extensive experience in the retail sector, particularly within the value chain of the apparel industry, as well as in a range of other non-food categories. maconda supports all types of distribution channels and customer groups. The multinational maconda team provided market and competitor analyses and strategic advice, thereby supporting Mr Price Group in its first acquisition outside Africa. This milestone cross-border transaction demonstrates maconda's expertise and significant contribution also to major international deals.

maconda chose a multi-stage approach to review the current and future development of the value for money apparel market based on analyses prepared by the vendor and its own advisors. On the one hand, historical market development was compared with the performance of the most important direct competitors, and on the other hand, the market forecast was validated with a range of market-influencing indicators, which helped to build confidence in the prospering market environment. NKD's relevant competitors were examined in detail and by country, and the findings were enriched with insider knowledge from numerous expert interviews conducted in several focus countries. This not only clearly identified their positioning in the market but also compiled their growth plans for the future. Based on these findings, maconda assessed the planned branch development in several countries in order to determine its plausibility. This confirmed the fundamental feasibility of the planned expansion and helped to define the measures necessary for a successful expansion.

About NKD

NKD is a leading German value apparel retailer with almost 2,200 stores in seven European countries. Besides its home market Germany, NKD is market leader in Austria, and active in Italy, Poland, the Czech Republic, Croatia and Slovenia. Annual revenues amounted to approx. € 700m in 2024.

About Mr Price

Mr Price Group Limited is a publicly listed omnichannel retailer of apparel and household goods and the market leader in value apparel retail in Southern Africa. Its head office is in Durban, South Africa. Annual sales reached approx. € 2bn in 2024. The group operates more than 3,000 stores across nine business divisions and has a market capitalisation of approx. € 2.8bn (as of 24 November 2025).

maconda sends a strong signal by contributing to one of the largest apparel deals in Europe in recent years

By supporting the entry of Mr Price Group into the European market, maconda contributed to a major retail transaction. Together with Mr Price, NKD will continue to shape the European value apparel market. With NKD joining the Mr Price “family”, the combined group’s global footprint will comprise over 5,000 stores, approx. € 2.7bn in annual sales, and over 40,000 employees.

Among other things, the maconda team has extensive experience in retail and wholesale channels and in a wide range of apparel, textile, and further non-food categories. This expertise includes numerous commercial due diligences, strategic realignment mandates, and business model optimisations within the sector.

maconda is one of the most active specialists for demanding and comprehensive commercial due diligence in the German-speaking market and neighbouring countries, and therefore able to operate quickly and precisely in a variety of European markets. Many projects focus on consumer goods and their omnichannel distribution, but also on a large variety of other industries, such as B2B products and services, construction, and software.

Extensive industry experience: Apparel of all kinds | Textiles | Value for money products | Promotional items | Premium products | Wholesale | Omnichannel retail | Brands & private label business | Logistics & supply chain management | Recycling | and much more

About maconda

For more than 20 years, maconda has been providing support for mergers & acquisitions, performance optimisation, and restructuring. With over 800 consulting and implementation projects and more than 450 transaction-related mandates, maconda has extensive experience in providing pragmatic support for even the most challenging projects. Its clients include medium-sized companies, divisions of large companies as well as international private equity investors and family offices.

Core advisory fields: Transaction consulting | Business model development | Performance management