

The 12 most impactful retail acquisitions of 2022

Article

The list: Despite an economic landscape that grew increasingly challenging throughout the year, several major deals took place in 2022. Here are the 12 most impactful ones:

- **Kroger** announced plans to buy **Albertsons** in a deal that values the company at \$24.6 billion. The combined company would have significant purchasing power to help it compete with **Walmart**, which accounts for 21.3% of US grocery sales, per Numerator. Kroger accounts for 10.2% and Albertsons 5.8%. However, the deal faces antitrust scrutiny as observers worry about the move's potential to reduce competition and raise prices.

- **Estée Lauder** outmaneuvered **Kering** to acquire **Tom Ford**. The \$2.8 billion deal lets Estée Lauder control one of its biggest moneymakers and maintain its prestige beauty and fragrance dominance.
- **CommerceHub** bought **ChannelAdvisor** in a deal aimed at expanding the reach of the two ecommerce solution providers. The combined company serves over 18,000 customers and offers a range of services including drop shipping, marketplace, digital advertising, and delivery management.
- **Victoria's Secret** announced [plans](#) to buy intimates direct-to-consumer (D2C) retailer **Adore Me**, a brand known for inclusive sizing and body positivity, for \$400 million. The deal was one part of a broader push by Victoria's Secret to overhaul its image.
- South Korean tech giant **Naver** announced [plans](#) to buy recommerce marketplace **Poshmark** for \$1.2 billion as it seeks to establish a presence in the US. Naver, which also owns **Line** and **Wattpad**, views the deal as an opportunity to expand its ecommerce presence and diversify its revenues.
- Global health and hygiene brand **Essity** bought D2C intimates brand **Knix** at a \$400 million valuation. The deal closed shortly after Knix surpassed the 2 million customer mark.
- **Signet** agreed to acquire **Blue Nile** for \$360 million in cash. The deal, which came on the heels of Signet's \$490 million purchase of **Diamonds Direct** in 2021, is aimed at bolstering the company's bridal offerings and growing what it calls its "accessible luxury" portfolio.
- **Amazon** plans to [buy](#) robot vacuum maker **iRobot** for \$1.7 billion in an all-cash deal. The purchase, which is being reviewed by the FTC, would expand the ecommerce giant's slate of smart home products.
- **Farfetch** acquired a 47.5% stake in **Yoox Net-a-Porter** (YNAP) as part of its bid to become the dominant player in luxury ecommerce. Under the deal with current YNAP owner **Richemont**, investment firm Symphony Global will also receive a 3.2% stake, leaving the luxury ecommerce company without a majority owner. Richemont's brands, which include **Cartier**, **Chloé**, and several luxury watchmakers, will adopt Farfetch's ecommerce solutions and establish a presence on its site.
- **Pinterest** [acquired](#) AI shopping platform **The Yes** for an undisclosed sum. The Yes uses AI to generate a personalized shopping feed based on an individual's preferred brands, styles, and sizes. That makes it an ideal fit for Pinterest, which also uses AI to tailor content and product recommendations to users. When the deal closes, The Yes app and website will be shut down to focus on integrating the technology into Pinterest's platform.

- Inclusive apparel company **Dia & Co.** acquired plus-size luxury retailer **11 Honoré** in a push to create the “ultimate destination for shopping across styles, brands, and price points in sizes 10-32.” While the retailer initially operated 11honore.com as a separate ecommerce site, it fully integrated the experiences a few months after the deal.
- D2C intimates brand **ThirdLove** bought **Kit Undergarments**, the “cult favorite intimates brand” founded by celebrity stylists **Jamie Mizrahi** and **Simone Harouche**. The deal aims to help ThirdLove reach a younger demographic.