



# GPP DEALMAKER SURVEY 2024

Gladstone Place Partners surveyed dealmakers, including readers of our exclusive newsletter, and received predictions from over 60 elite practitioners on what's next for M&A in 2024. We found:

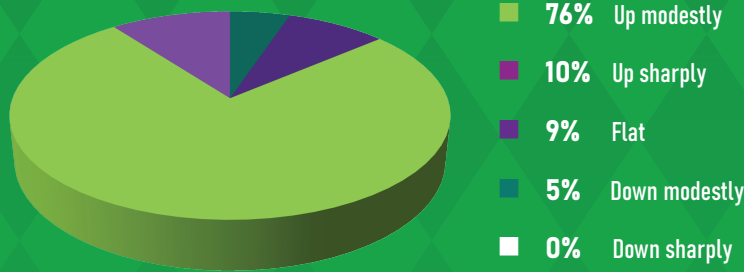
A super majority (76%) think the deal market will be up modestly when compared to 2023, driven by strategic and PE deals.

Dealmakers are betting that healthcare (74%), tech (60%) and media (55%) will drive deals.

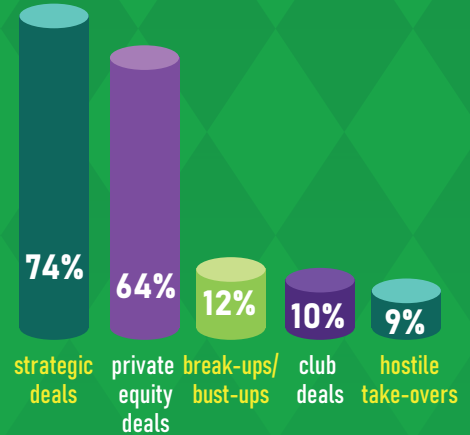
Cost of capital (74%), CEO and Board confidence (53%) and antitrust (40%) are expected to be the most impactful factors affecting dealmaking.

About a third of respondents (31%) believe activists will win a greater number of board seats this proxy season compared to last.

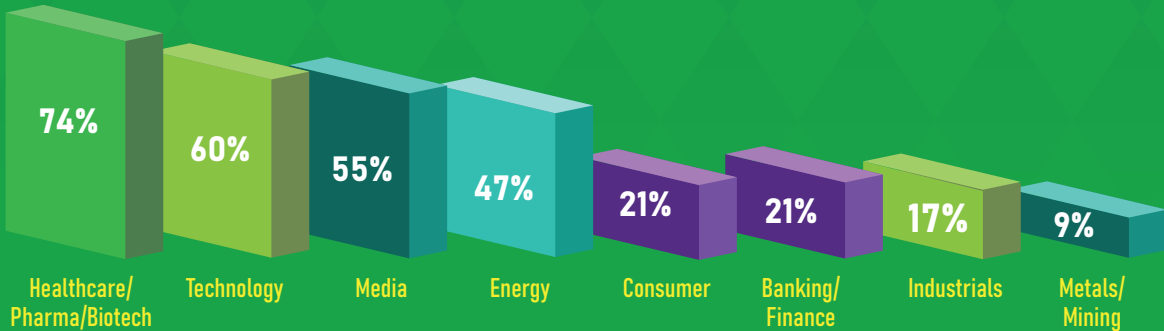
## 1 What will happen with the deal market in 2024?



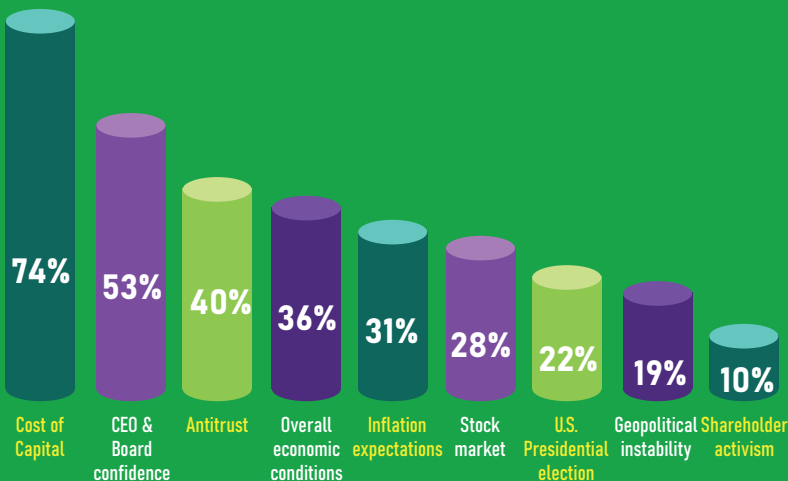
## 2 What will be the drivers of M&A activity in 2024?



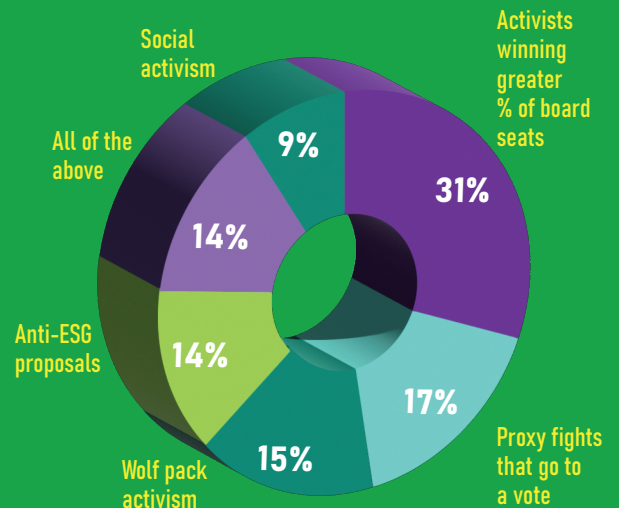
## 3 What industries will be driving M&A in 2024?



## 4 What factors will have the most impact on deal-making activity?



## 5 What will be the most prominent trend in the 2024 proxy season?





# GLADSTONE PLACE PARTNERS: Tulane Market Sentiment Survey

## New Orleans

