everyone else, but more importantly — by virtue of focusing on consumer for decades — we do have a lot of proprietary deal flow," TSG’s Mullin said.

For a sponsor that predominantly underwrites entrepreneurial growth investments, a high-price environment also creates more opportunity, Mullin said. “The great thing is it prompts [entrepreneurs] to consider selling some or all of their businesses when they may not otherwise have done so.”

Fueling a hyper competitive environment for smaller consumer deals in the growth equity arena is increasing strategic competition, Mullin added.

“Strategies are buying earlier and earlier and trying to disintermediate PE investors,” she said. “The onus is on PE firms to convince an entrepreneur that they’re far better off bringing on a TSG to help them grow [before selling to a corporate]. These entrepreneurs could leave a lot of money on the table if they sell out too early.”