

# Outdoor living: 7 notable private equity deals

*Platinum Equity, Tenex Capital and ADIA are among the firms betting on the outdoor living and systems space.*

## **Iris Dorbian**

Private equity investing in the outdoor living and systems market has been busy, despite the economic uncertainties that marked the first half of 2025. With local and regional operators dominating certain geographic regions, the sector's fragmentation made it appealing for buyout shops. As more homeowners prioritize outdoor living spaces and systems – a pandemic holdover – consumer demand was a key driver.

A prolific player in this space is CCMP Growth Advisors, whose portfolio company Decks & Docks expanded rapidly this year through add-on acquisitions.

Joe Scharfenberger, co-managing partner of CCMP Growth Advisors, told *PE Hub*: “The outdoor living category continues to benefit from powerful, long-term trends as homeowners increasingly view their outdoor spaces as extensions of their homes. Having partnered with Decks & Docks, we’ve seen first-hand how strong contractor relationships, product innovation and supply chain reliability can create significant value in this space.”

Starting with the most recent, here are seven standout deals in the segment.

## **PE bullish on outdoor living and systems**

7 deals announced in 2025

Buyer (Portco)	Target	Seller (PortCo)	Type	Date	Target HQ
CCMP Growth (Decks & Docks Company)	Service Wholesale	Founders	Add-on	Sep	Downingtown, Pennsylvania
Platinum Equity	PlayPower	Littlejohn & Co	Acquisition	Sep	Huntersville, North Carolina
Tenex Capital Management	Rick's Custom Fencing & Decking	Founders	Growth investment	Aug	Hillsboro, Oregon
CCMP Growth (Decks & Docks Company)	The Deck Supply	Founders	Add-on	Jun	Kansas City, Missouri
Ambienta (Cap Vert Group)	Bernard Bois	Founders	Acquisition	May	Bourron-Marlotte, France
Abu Dhabi Investment Authority	European Camping Group	PAI Partners	Minority stake	Mar	Aix-en-Provence, France
Fourshoe Partners	Palm Coast Sales	Founders	Acquisition	Feb	Jupiter, Florida

Source: PE Hub

## 1. Platinum Equity to acquire PlayPower from Littlejohn

Mid-September saw [Platinum Equity](#) inking a deal [to acquire PlayPower](#), a Huntersville, North Carolina-based maker of recreational and outdoor living systems, from [Littlejohn & Company](#) for an undisclosed sum.

“We see potential to expand in core product categories like outdoor play and shade, while also pursuing adjacent markets,” said Nathan

Eldridge, a managing director at Platinum Equity. “Our goal is to accelerate PlayPower’s transformation into a scaled, multi-brand platform with broad end-market reach, complementary product coverage, and enhanced manufacturing and distribution capabilities.”

## **2. CCMP Growth-backed Decks & Docks picks up Service Wholesale**

A week before, when the last gasps of summer were still filtering the air, [CCMP Growth](#) portfolio company Decks & Docks announced it had [snapped up Service Wholesale](#), a Downingtown, Pennsylvania-based distributor of building and remodeling materials.

Based in Clearwater, Florida, Decks & Docks is a specialty distributor of composite decking and outdoor living building products.

This was Decks & Docks’ fifth acquisition since CCMP Growth first partnered with Decks & Docks in October 2023.

“Their addition to our team further solidifies our position in the Mid-Atlantic and will allow us to better service contractor customers in Pennsylvania,” said Shawn Roberts, CEO of Decks & Docks.

## **3. Tenex invests in Rick’s Custom Fencing & Decking**

In late August, the dog days of summer didn’t impede dealmaking when [Tenex Capital Management injected capital into Rick’s Custom Fencing & Decking](#), a Hillsboro, Oregon-based provider of residential fencing and decking installation services.

According to Gabe Wood, managing director at Tenex, Rick’s solid reputation and potential to become a leader in the market made it an attractive investment.

This acquisition represented Tenex’s fifth platform investment in the residential services space within the past three years.

#### **4. CCMP Growth-backed Decks & Docks scoops up The Deck Supply**

Late June kicked off a busy season for CCMP Growth-backed Decks & Docks when it [acquired The Deck Supply](#), a Kansas City, Missouri-based composite decking building products distributor.

For Decks & Docks, this add-on was a strategic move toward broadening its base in the Midwest where The Deck Supply has six retail locations in Missouri, Kansas and Iowa.

#### **5. Ambienta-backed Cap Vert acquires Bernard Bois**

In late May, [Ambienta](#) portfolio company Cap Vert Group [closed its acquisition of Bernard Bois](#), a French company specializing in the design, manufacture and installation of wooden outdoor furniture and structures.

Paris-based Cap Vert Group is a critical environmental services provider.

Based in Bourron-Marlotte, France, Bernard Bois was Cap Vert's 10th add-on deal since Ambienta acquired the company in 2021.

Cap Vert's eagerness to enter this fragmented niche made the acquisition a natural fit.

"It broadens the Group's reach into sustainable outdoor solutions, while strengthening its commitment to delivering high-quality, eco-friendly solutions for green spaces," said Gwenaëlle Le Ho Daguzan, partner at Ambienta. "Bernard Bois's deep expertise complements Cap Vert's ambitions to integrate further along the value chain and reinforces its multi-specialist positioning."

#### **6. PAI Partners to sell minority stake in European Camping Group to ADIA**

The outdoor living market got a boost in late March when [PAI Partners](#) announced it had agreed to [sell a significant minority stake in European Camping Group](#), an outdoor accommodation provider headquartered in Aix-en-Provence, France, to [Abu Dhabi Investment Authority](#).

PAI, which first invested in ECG in 2021, will remain the majority shareholder in ECG.

ECG operates across 11 European countries through its main brands Eurocamp and Homair and is the “leading” player in France, Italy, Spain and Croatia.

“ECG is a prime example of a real economy business that has emerged as a clear market leader in outdoor accommodation, benefiting from substantial investment, attractive market dynamics and an exceptional management team, with plenty of runway for growth,” said Bertrand Monier, partner at PAI, in a statement.

## **7. Fourshoe Partners buys Palm Coast Sales**

It might have been cold outside in late February but deal activity was heating up when Fourshoe Partners [acquired Palm Coast Sales](#), a Jupiter, Florida-based distributor of outdoor kitchen appliances.

PCS products include grills, outdoor kitchens, grill carts and accessories.

Nate Barbera, an operating executive at Fourshoe, lauded PCS’s reputation within its category.

“The opportunity to invest in a company with deep and successful relationships with some of the most iconic brands in the outdoor lifestyle space doesn’t come across often,” said Barbera, who will also become PCS’s president and CEO.

Though private equity dealmaking was slow in early 2025, there was a rebound in certain recession-resistant markets, such as outdoor living and systems. This bodes well for the space for both the remainder of the year and 2026, and *PE Hub* predicts a slew of more deals to come.