

E-COMMERCE • HEALTH & WELLNESS

Dual-Brand High-Ticket Wellness Equipment Portfolio

Two complementary direct-to-consumer brands in the booming recovery and wellness market, driven by paid social and organic traffic.

ASKING PRICE

\$2,877,244

38x Monthly Multiple

\$3.82M

TTM REVENUE

\$909K

TTM PROFIT

24%

PROFIT MARGIN

~23%

AVG TACOS

BUSINESS MODEL

DTC eCommerce

ESTABLISHED

2023

OWNER INVOLVEMENT

20 hrs/wk

TEAM SIZE

4 contractors

CUSTOMER MARKET

United States

TREND

Growing

Investment Highlights

- Two complementary brands targeting the high-growth recovery and wellness market.
- High-ticket products with strong ~37% net margins and repeat customer demand.
- 3PL-managed fulfillment enabling low owner involvement and easy scalability.
- Diversified paid and organic traffic across multiple digital channels.
- Proprietary product designs with exclusivity agreements and owned molds.

Growth Opportunities

Marketplace Expansion

Launch on major third-party marketplace to capture significant new audience volume.

Social Commerce

Activate short-form video platform to drive direct sales via viral content.

Influencer Partnerships

Scale influencer collaborations in wellness niche for organic brand awareness.

Retail Distribution

Pursue big-box retail partnerships to secure wholesale and long-term revenue channels.

Interested in Learning More?

Sign an NDA to access full financials, business details, and schedule a call with the seller.

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