

ECOMMERCE • HOBBIES & CRAFTS

14-Year Italian Knitting eCommerce Brand, 100% Organic Traffic

Established since 2012, this Italian WooCommerce store serves a loyal hobbyist community with strong repeat purchase rates, 30%+ net margins, and zero ad spend — driven entirely by organic SEO and an engaged social following.

ASKING PRICE

\$111,672

31x Monthly Multiple

\$124K

TTM REVENUE

\$43.2K

TTM PROFIT

35%

PROFIT MARGIN

31,000+

SOCIAL FOLLOWERS

BUSINESS MODEL

eCommerce

FIRST MADE MONEY

2012

OWNER INVOLVEMENT

18 hrs/week

TEAM SIZE

Owner Operated

CUSTOMER MARKET

Italy

TREND

Growing

Investment Highlights

- ✓ 14-year-old brand with dominant organic search presence and zero active ad spend.
- ✓ 30%+ net profit margins on \$124K TTM revenue with stable year-over-year performance.
- ✓ Loyal customer base with 40–50% repeat purchase rates and a 40–50% email open rate.
- ✓ 4,000-subscriber email list growing ~100/month; 31,000+ combined social followers and community members.
- ✓ 6–8 months of inventory on hand; 10–15 suppliers across Italy, EU, US, and China.

Growth Opportunities

Short-Form Video

Launch TikTok and Instagram Reels content to expand organic reach and brand awareness.

Paid Social Ads

Activate Facebook and Instagram ad campaigns to accelerate customer acquisition at scale.

International Expansion

Extend shipping internationally to unlock demand beyond the current primary market.

New Product Lines

Introduce exclusive accessories, yarn collections, or subscription kits to boost lifetime value.

Interested in Learning More?

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

Request Access →