

E-COMMERCE • WELLNESS

Growing DTC Wellness Brand in Premium Superfood Niche

One-year-old Shopify brand with 30% net margins, 20% repeat customer rate, and an active subscription base requiring just 4 hours per week.

ASKING PRICE

\$374,243

25x Monthly Multiple

\$590K TTM REVENUE	\$180K TTM PROFIT	30% PROFIT MARGIN	~1,000 ACTIVE SUBSCRIBERS
BUSINESS MODEL DTC Shopify	ESTABLISHED 2025	OWNER INVOLVEMENT 4 hrs/wk	
TEAM SIZE No employees	CUSTOMER MARKET United States	TREND Growing	

Investment Highlights

- Strong 30% net profit margin with consistent monthly revenue growth.
- Active subscription customer base providing recurring, predictable revenue.
- 15,000+ email subscribers with minimal monetization — significant upside.
- US-based 3PL handles all fulfillment; owner works just 4 hours weekly.
- 20% returning customer rate demonstrates strong product-market fit.

Growth Opportunities

TikTok Shop Launch

Tap into high-growth channel to diversify acquisition beyond Meta ads.

Email Marketing

Activate 15K+ subscriber list with segmentation and automated campaigns.

Wholesale Expansion

Partner with cafés and specialty retailers for new revenue streams.

UGC & Influencers

Scale creator partnerships and short-form video to boost conversion rates.

Interested in Learning More?

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

Request Access →