

E-COMMERCE • OCCASIONS & GIFTS • PET CARE

Emotionally Resonant Pet Memorial Brand on Amazon FBA

Established Amazon FBA private label brand serving the evergreen pet memorial niche. Over 1,000 reviews, near-perfect ratings, and a top-50 subcategory rank drive consistent, largely passive income.

ASKING PRICE

\$211,793

31x Monthly Multiple

\$446K

TTM REVENUE

\$82K

TTM PROFIT

18%

PROFIT MARGIN

1,000+

CUSTOMER REVIEWS

BUSINESS MODEL

Amazon FBA Private Label

FIRST MADE MONEY

2020

OWNER INVOLVEMENT

1 hrs/week

TEAM SIZE

3 Contractors

CUSTOMER MARKET

United States

TREND

Stable

Investment Highlights

- ✓ Flagship SKU ranks top 50 in its subcategory with a 4.9-star average rating across 1,000+ reviews.
- ✓ Owner spends under one hour per week; day-to-day operations managed by experienced office manager.
- ✓ Differentiated, copyright-protected product design with 10+ infringing listings successfully removed.
- ✓ ~\$446K TTM revenue and ~\$82K TTM net profit; healthy margins in an evergreen emotional niche.
- ✓ Supplier pricing stable for 36+ months; DDP shipments flow directly to Amazon fulfillment centers.

Growth Opportunities

Expand Product Line

Launch complementary personalized memorial products to serve additional customer segments and increase revenue.

Direct-to-Consumer Channel

Build a DTC website and email marketing to diversify revenue and improve customer lifetime value.

Social Media Marketing

Activate Instagram, Pinterest, and TikTok to grow brand awareness in this highly emotional niche.

Adjacent Memorial Categories

Introduce display shelves and memorial accessories; prototype and engineering drawings already completed.

Interested in Learning More?

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

Request Access →