

AMAZON FBA • HEALTH & FITNESS

Passive Amazon FBA Fitness
Accessories Brand With Decade-Long
History

Established neoprene fitness accessories brand on Amazon FBA with stable revenue, a trademarked product line, and minimal owner involvement—ideal for a hands-off buyer or active brand builder.

ASKING PRICE

\$71,941

30x Monthly Multiple

\$159K

TTM REVENUE

\$28.8K

TTM PROFIT

18%

PROFIT MARGIN

~2 hrs

WEEKLY HOURS

BUSINESS MODEL

Amazon FBA

FIRST MADE MONEY

2016

OWNER INVOLVEMENT

2 hrs/week

TEAM SIZE

Owner Operated

CUSTOMER MARKET

United States

TREND

Stable

Investment Highlights

- ✓ Trademark
- ✓ 10-year-old brand with registered trademark and Amazon Brand Registry
- ✓ Top SKU holds 4.4-star rating from ~5,700 customer reviews
- ✓ Amazon's Choice badge on flagship product drives organic visibility
- ✓ Highly passive operations requiring only ~2 hours per week
- ✓ Streamlined supply chain via automated Amazon warehousing and fulfillment

Growth Opportunities

Catalog Expansion

Launch new SKUs leveraging existing brand reviews and sales history.

Consumable Product Line

Add repeat-purchase fitness consumables to boost customer lifetime value.

New Sales Channels

Extend beyond Amazon to Shopify or other platforms for revenue diversification.

Listing Optimization

Improve conversion rates and cross-promotion across existing product listings.

Interested in Learning More?

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

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