

E-COMMERCE • NATURAL SUPPLEMENTS

15-Year European Natural Wellness Brand with 90K Customers

Established premium supplements brand dominating a niche category on the largest German e-commerce marketplace, with diversified multi-channel revenue, registered trademarks, and significant untapped international growth potential.

ASKING PRICE

\$486,041

32x Monthly Multiple

\$560K

TTM REVENUE

\$182K

TTM PROFIT

33%

PROFIT MARGIN

90,000+

LIFETIME CUSTOMERS

BUSINESS MODEL

Amazon FBA & Multi-Channel

FIRST MADE MONEY

2011

OWNER INVOLVEMENT

20 hrs/week

TEAM SIZE

Owner Operated

CUSTOMER MARKET

Germany / Europe

TREND

Stable

Investment Highlights

- ✓ Pioneer brand in its niche with 15+ years of operating history and 90,000+ customers served.
- ✓ TTM revenue of \$560K and net profit of \$182K; asking price \$486K at a 32x monthly multiple.
- ✓ ~4.6-star average product ratings backed by thousands of reviews across a 27-SKU catalogue.
- ✓ Multi-channel revenue across Amazon FBA, owned e-commerce site, and additional marketplaces.
- ✓ Registered trademarks, 10,000+ email subscribers, and 20 hrs/week owner time — lean and transferable.

Growth Opportunities

Pan-European Expansion

Activate Amazon Pan-EU and enter UK, French, Italian, and Spanish markets.

Digital Marketing Scale-Up

Launch Google Ads and social media advertising — currently near zero spend.

U.S. Market Entry

Establish the brand on Amazon US, a largely untapped high-value opportunity.

Email List Monetisation

Optimise and scale a 10,000+ subscriber list currently sending basic weekly newsletters.

Interested in Learning More?

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

Request Access →