

Profile number

110312

Bicycle accessories company

Located in

Netherlands

Personal data

Sector

Retail non-food

Type of company

Webshop

Legal entity:

Limited Company

Type of transaction

Shares

Life phase enterprise

Full-grown

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information

Turnover last financial year

€ 1.000.000 - € 2.500.000

Asking price

To be agreed

Earnings before taxes

€ 250.000 - € 500.000

Company history/background

Established niche player with a track record of over 10 years, operating multiple specialized webshops within the bicycle accessories segment.

The company operates in a structurally growing market, driven by:

- Increase in (electric) bicycles and higher spending per bicycle

- Growing shift from offline to online retail

Unique selling points

- Very strong organic findability due to years of investment in unique content
- High online authority and excellent customer reviews
- Close collaborations with leading suppliers and distributors
- Limited reliance on paid advertising

Other

- Suitable for strategic buyers, e-commerce groups, or (hands-on) investors
- Further information available after signing an NDA