

Profile number

110578

Profitable e-commerce company in premium custom textiles for Home & Hospitality

Located in

Netherlands

Personal data

Sector

Retail non-food

Type of company

Webshop

Legal entity:

Limited Company

Type of transaction

Shares

Life phase enterprise

Growing

Employees in FTE

10 - 25

Type of buyer:

- MBI candidate
- Strategic acquisition

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

The company has been active for over fifteen years in the production and online sale of premium custom-made textiles for home and hospitality. During this period, the company has built a strong brand position within a specific niche segment of the home & lifestyle market, characterized by quality, reliability, and customization. Various custom-made products are manufactured from its own production facility and delivered directly to both private and business customers. In recent years, the organization has developed into an internationally operating

e-commerce player with a strong position in several Western European markets. The company possesses a stable and largely independently operating organization.

The company focuses on the production and sale of custom-made textile products via its own online platform. Products are manufactured to order, with a central focus on quality, customization, and personalization. Delivery takes place within short lead times.

In addition to the B2C segment (private individuals in the mid- and upper segments), the company also serves business clients, including parties in the hospitality industry, public institutions, and other professional end-users. Sales are conducted primarily through its own international e-commerce channel, supported by a direct approach to customers and recurring business relationships.

Unique selling points

- Strong and established brand within a niche market segment with limited direct competition
- High-quality custom work and personalization options
- Efficient and flexible production with short delivery times
- High customer satisfaction and very low return rates
- International reach via a multilingual e-commerce platform
- Use of high-quality, largely European-produced materials
- Demonstrable growth: approximately 30% revenue growth in the most recent year and solid multi-year growth, with positive momentum continuing into 2026.

Other

The company is on the eve of a further growth phase. The growth realized in 2025 is also projected for the coming years. Further scaling up is particularly foreseen in (digital) marketing and commercial activities. The sale is driven by the current owner's desire to unlock the company's full growth potential in the next phase. In doing so, the current owner sees opportunities for a party with strong expertise in sales, (digital) marketing, and e-commerce to realize this growth acceleration.