

Profile number

109939

Spanish e-commerce business for oncology and (breast) cancer products with own headwear brand

Located in

Spain

General information

Sector	Type of company
Retail non-food	Webshop
Legal entity:	Type of transaction
Other	Assets / liabilities
Life phase enterprise	Employees in FTE
Growing	< 5
Type of buyer:	
<ul style="list-style-type: none">Strategic acquisitionMBI candidate	

Financial information

Turnover last financial year	Asking price
€ 250.000 - € 500.000	To be agreed
Earnings before taxes	

Company history/background

For sale: established and profitable e-commerce company specialising in oncology products, with a strong brand position and high growth potential.

Founded in 2011 by entrepreneurs from Spain and the Netherlands, the company launched the first online store for oncology products in Spain. At the same time, its own headwear brand was created. Since 2020, the company has also been active in the B2B market.

The intended transaction concerns an asset-liability deal, including all commercial rights and activities, inventory, goodwill, the customer base (both B2B and B2C), potential leads across Europe, and a self-developed stock management system with Magento 2 integration (optional).

The company is ready for the next growth phase and offers significant expansion opportunities, particularly through production scaling, internationalisation, and further development of its own headwear product range.

The online shop offers a wide assortment of products, including turbans, wigs, specialist lingerie, adaptive swimwear, silicone prostheses, cosmetics, and lymphoedema lingerie.

Customer base: more than 7,000 registered customers with high loyalty and repeat purchase rates. The majority of revenue is generated through SEA and SEO.

The headwear brand is sold through the webshop, while the B2B segment serves over 100 retail partners in Spain and the EU — mainly orthopaedic shops, oncology retailers, and specialised hair and beauty salons. Together, they serve a growing market with a broad customer base in Spain and beyond.

Turnover: over €500,000 in 2024.

Staff: the company currently employs one experienced B2B/B2C sales representative (over 3 years in service) and one sales handling employee (over 1 year in service). The textile designer for the headwear line works externally but is available to continue the collaboration.

Unique selling points

The online store is built on a modern Magento 2.0-Hyvä platform with excellent technical performance. The webshop has years of experience, a strong reputation in a stable market, and excellent organic search rankings.

The headwear line has achieved a strong market position thanks to modern designs, comfortable and high-quality fabrics at affordable prices, fast and flexible EU-based production, and high-quality product photography.

In addition, the company owns several valuable domain names, which can optionally be used as an international brand name.

Other

The founders have dedicated years to building the company into what it is today. Now that it has reached a stable and mature level, it is the ideal moment for a new owner to take it to the next stage.

What the company needs now is fresh drive to reach its next growth phase, with many opportunities for further development and expansion.

Customer satisfaction: very high

Transfer: immediately possible, to be agreed upon

Location: the rented office is located in the Barcelona region and has no long-term obligations. The buyer is free to continue operations from another location if desired.