Profile number

110925

Profitable e-commerce company in premium consumer products

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
< 5

Type of buyer:
Strategic acquisition

Financial information

Turnover last financial year
€ 2.500.000 - € 5.000.000

Asking price
€ 1.000.000 - € 2.500.000

Earnings before taxes
€ 250.000 - € 500.000

Company history/background

The company has been built up over approximately six years by the founder and sole owner, from a pioneering phase to a financially sound, independently operating organization. No external financing has ever been raised (clean balance sheet). The owner is deliberately seeking room for a next phase and is offering 100% of the shares, with an intended economic transfer as of July 1, 2026. He is willing to remain involved for an agreed period for a careful transfer of knowledge.

E-commerce company selling premium consumer products under its own registered brands via the largest online marketplace in the Benelux (bol). The assortment comprises approximately 100 SKUs within four consumer categories in structurally growing niches. The company conducts its own product development and works with long-standing, selected manufacturers. Key figures 2025: revenue € 3,386,615, EBITDA € 376,850, gross margin approximately 65%.

Unique selling points

- Leading organic market positions and thousands of positive reviews on the largest marketplace in the Benelux.
- Own, registered trademarks with transferable IP rights (BOIP/EUIPO).
- Asset-light and cash-generating, with a lean cost structure and an excellent return profile.
- Consistently high product quality and strong, long-standing supplier relationships with competitive price agreements.
- Data-driven operation with internal KPI dashboards and a proven feedback loop for product development.

Other

Clean balance sheet without external financing and limited, highly predictable working capital requirements. Clear growth opportunities for a new owner: international rollout to core Amazon markets in the EU (German account already activated), assortment expansion within existing supplier relationships, purchasing economies of scale at higher volumes, and the use of retail media.

Seeking buyer: a party that continues the business with the same care and further unlocks the existing potential (particularly international scaling). Think of an e-commerce entrepreneur, strategic industry player, or investor/search fund seeking a profitable, cash-generating platform with proven brands and a direct growth direction.