

# E-COMMERCE BRAND

## in KITCHEN UTENSILS

E-commerce brand builder focused on Amazon in the kitchen & home niche. Consistently strong seven-figure annual revenues driven by a broad product portfolio.

**CHANNEL** 

**MARKET** 

### HIGHLIGHTS & TERMS

#### PRODUCT & MARKET

- Comprehensive product portfolio strategically positioned within the niche
- Established brand presence with a strong reputation for quality products
- Proven product-market fit with strong demand across key customer segments

#### MOTIVATION FOR SALE

- Founder seeks experienced leadership to scale the brand strategically
- Prefers agility and creative freedom over managing corporate structures
- Sale enables focus on new ventures aligned with founder's strategic vision

#### OFFER REQUESTS

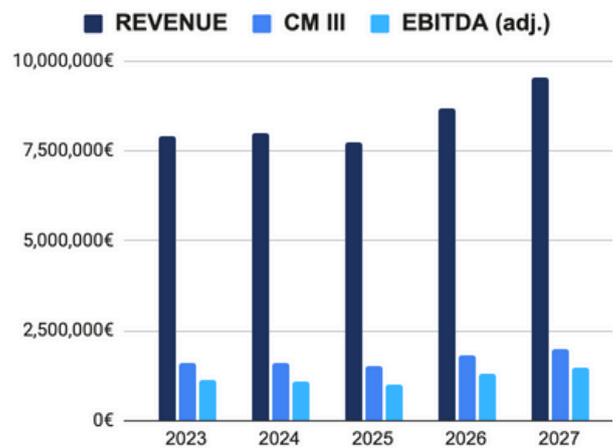
- Market-standard multiple evaluation based on >3,5x the LTM adjusted EBITDA
- Evaluation based on scalability, proven setup, streamlined portfolio & expansion potential
- A 100% asset deal is being pursued

#### POTENTIALS

- Significant expansion potential via Amazon US
- Potential to launch 6+ parent SKUs, establishing renowned brand
- High-margin B2B promotional product with strong scalable sales potential

### FINANCIALS & SALES

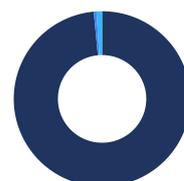
#### ANNUAL KPIS



#### GROWTH ANALYSIS

	2023	2024	2025	2026	2027
<b>REVENUE</b>	€7.9M	€8.0M	€7.7M	€8.7M	€9.5M
Growth	-	+1%	-4%	+12%	+10%
<b>CM III</b>	€1.6M	€1.6M	€1.5M	€1.8M	€2.0M
Growth	-	+0%	-5%	+20%	+10%
<b>EBITDA (adj.)</b>	€1.1M	€1.1M	€1.0M	€1.3M	€1.5M
Growth	-	-4%	-9%	+31%	+10%

#### SALES FOCUS



##### CHANNEL

- 99% Amazon
- 0.5% Ebay
- 0.5% B2B



##### MARKET

- 73% DACH
- 27% EU w/o. DACH



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