

E-COMMERCE BRAND

in CAR ACCESSORIES



BRANDCIRCLE

Lean e-commerce brand developer focused on Amazon and the car accessories and hygiene industry. Consistent 7-digit annual sales with very high margins and a great asset setup.

CHANNEL

MARKET

GROWTH >15%

HIGHLIGHTS & TERMS

PRODUCT & MARKET

- Product portfolio in the car accessories and hygiene industry
- Stable market growth with strong channels beyond Amazon EU
- Significant sales potential due to a well-developed product pipeline

REASON FOR SALE

- Expansion demands more complex management, not aligning with founders' original business vision of working in duo-style
- Founders aim to build bigger homes for their families with sales proceeds

OFFER REQUESTS

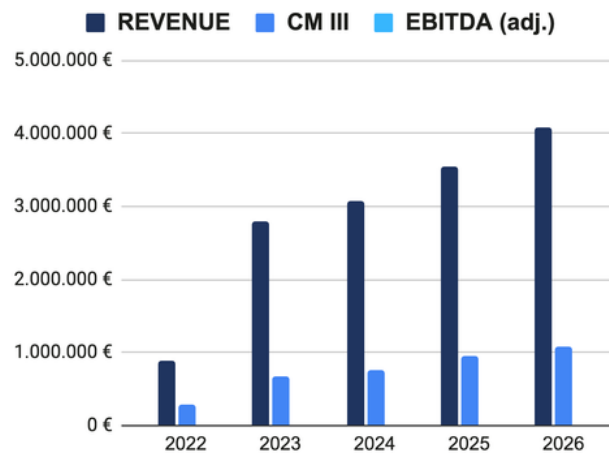
- Seeking market-standard multiple evaluation on adjusted EBITDA
- Focus on upper range (>3,5x) due to scalability, lean setup, streamlined portfolio & great expansion potential
- 100% share deal of GmbH sought

POTENTIALS

- Potential to develop and implement >5 new parent SKUs & build B2B business
- Opportunities to optimize on Amazon in the EU and potential UK expansion
- Continuing the US expansion with more products and more stock

FINANCIALS & SALES

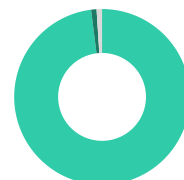
ANNUAL KPIs



GROWTH ANALYSIS

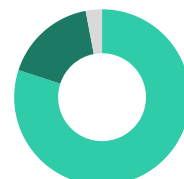
	2022	2023	2024	2025	2026
REVENUE	€1,3M	€2,8M	€3,1M	€3,6M	€4,1M
Growth	-	+115%	+10%	+15%	+15%
CM III	€0,3M	€0,7M	€0,8M	€1,0M	€1,1M
Growth	-	+136%	+12%	+26%	+13%
EBITDA (adj.)	€0,2M	€0,5M	€0,6M	€0,7M	€0,8M
Growth	-	+124%	+6%	+33%	+14%

SALES FOCUS



CHANNEL

>98% Amazon
<1% Shop
<1% B2B



MARKET

80% DE + AT
17% EU w/o. DE + AT
3% USA

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