



Portail d'affaires

## Wide Range of Nutritional Supplements

Annonce V75280 mise à jour le 23/02/2024

### Description générale

#### Désignation de l'actif

|              |             |
|--------------|-------------|
| Type d'actif | Indifférent |
| Localisation | Etats Unis  |

#### Description du indifférent à vendre

Nutritional Supplements eCommerce Brand that helps customers look and feel their best through their health and beauty products within the Nutritional Supplements Vertical. These all-natural supplements help customers with appetite control, a strong metabolism, weight management, increased energy, improved digestion, and a variety of other issues, giving customers a hand in reaching their health, fitness, and beauty goals.

### Éléments chiffrés

#### Éléments chiffrés concernant la cession

| En k€/année | 2021 | 2022 | 2023   | 2024 |
|-------------|------|------|--------|------|
| CA          |      |      | 12 100 |      |
| Marge brute |      |      |        |      |
| EBE         |      |      | 2 600  |      |
| Rés. Exp.   |      |      |        |      |
| Rés. Net    |      |      | 2 700  |      |
| Salariés    |      |      | 11     |      |

#### Indications concernant les éléments chiffrés

##### The Brand

Their health and wellness supplements fall under multiple, high-demand categories in the industry, and, to ensure that ingredients with the highest possible quality ingredients and unique proprietary blends are use, they work directly with their manufacturers. Doing so also allows for a fast and reliable shipping process, and products that are set apart from those of their rivals.

They generate 55% of their revenue from Amazon, followed by their Shopify storefront, which makes up for 35%. eBay, Walmart, and Wish make up the remaining 10% of sales.

## Positionnement concurrence

### Positionnement par rapport au marché

The global dietary supplements market was valued at \$151.9 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 8.9% from 2022 to 2030.

Over the forecast period, increasing consumer awareness toward personal health and well-being is projected to be a key driving factor for dietary supplements.

The US emerged as a leading market for dietary supplements in the North American region owing to the higher spending capacity of consumers.

Furthermore, increasing spending on healthcare products, the rising geriatric population, interest in preventive healthcare, and interest in attaining wellness through diet will likely augment market growth. In addition, a growing number of fitness centers, health clubs, and gymnasiums, coupled with growing awareness about fitness among youngsters, is expected to increase energy and weight management demand.

### Points forts

- Multiple Sales Channels.
- Trademarked Brand.
- \$73 Average Order Value.
- 25% Net Margin.
- Consistent YoY Growth.
- 18% Repeat Purchase Rate.
- Proprietary Brands & Formulas.
- Recurring Subscription Revenue.
- 200,000+ Monthly Impressions.

## Infos sur la cession

### A propos de la cession de cette actif

|                              |                                    |
|------------------------------|------------------------------------|
| Raison principale de cession | Changement d'activité du dirigeant |
| Prix de cession              | 10 700 k€                          |

### Profil d'acheteur recherché

|                  |   |
|------------------|---|
| Profil recherché | Personne physique ou morale ou fonds d'investissement |
|------------------|---|