



## For Sale

Location: **New Zealand**  
Asking: **Refer to Broker**  
Type: **Health/Beauty / Wholesale/Distribution**

### Global Wellness Brand - USD \$852K EBITDA!

A rare opportunity to acquire a commercially proven and highly profitable global wellness brand, generating EBITDA of ~20% of revenue. Positioned at the intersection of science, lifestyle, and consumer wellness, the brand appeals to a rapidly growing market of health-conscious, brand-discerning consumers.

#### The Brand

This is a premium, high-quality wellness brand with a loyal and engaged digital community of 96,500 followers across TikTok and Instagram. Its modern formulations, sleek packaging, and lifestyle-led positioning allow it to stand out in a crowded market and drive repeat purchase.

A significant investment in 2024 has produced best-in-class digital assets, product photography, marketing collateral, and labelling, providing a turnkey platform for immediate scale and seamless entry into new geographic markets. The brand already has 8,900 distribution points, primarily in the U.S., highlighting its proven market acceptance and scalable retail presence.

#### Market Opportunity

The global vitamins, minerals, and supplements (VMS) market exceeds USD \$150 billion and continues to grow, with a 7% CAGR projected between 2025 and 2030. The brand's accessible price point, clean formulations, and cross-category flexibility position it to capture a meaningful share of this expanding market.

#### Key Highlights

- \* Highly profitable, delivering EBITDA ~20% of revenue. Forecast \$USD852k EBITDA
- \* High-margin, asset-light contract manufacturing, enabling rapid scale with low fixed overheads
- \* Strong U.S. and NZ retail presence, including 8,900 doors in the U.S. and #1 performance in a leading U.S. chain
- \* Rapid Amazon growth, now 40%+ of U.S. revenue, validating strong online demand and digital execution
- \* Turnkey new product development (NPD) pipeline of 26 SKUs ready for immediate launch

### Contact:

Alan Morpeth  
+64 21 655 920 or [+64 9 579 9226](tel:+6495799226)

[nzbizbuysell.co.nz/129643](https://nzbizbuysell.co.nz/129643)

Link Business (Ellerslie)  
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Broker Ref: EL04898



\* NPD provides immediate growth levers, enabling expansion into adjacent categories, bigger basket sizes, and new customer need states. Estimated revenue opportunity of \$12.4M+

\* Market-ready formulations and compliant labelling simplify international expansion and reduce time-to-market

Ownable brand platform and marketing investment, with turnkey digital assets and a community of 96.6K followers providing a strong brand foundation and buyer confidence

#### Why This Brand Stands Out

\* This is a rare acquisition combining high profitability, proven market traction, and a fully developed innovation pipeline. A new owner can unlock substantial upside through:

\* Commercialising the 26-SKU NPD pipeline to boost revenue and expand market presence

\* Leveraging high-margin contract manufacturing for capital-light, scalable growth

\* Launching a direct-to-consumer channel to capture higher-margin sales and build first-party customer relationships

\* Accelerating international expansion with products and marketing collateral ready for multiple markets

Opportunities of this calibre are seldom available. Strict confidentiality applies, and only capable, finance-ready applicants will be considered.

Contact Alan Morpeth or Lisa Dudson today to register your interest.

\*\*\*Some details of the business for sale are confidential and can only be disclosed upon contacting the broker and a completion of a Confidentiality Agreement. Due to the confidentiality of this business a stock photo image may be used to represent the business.

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