

Natural Baby Skincare Business for Sale Auckland



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A combination of proven brand equity, operational efficiency and significant growth levers.

Established Brand Authority

1. 19 years of continuous operation
2. EU-approved formulations
3. GMP & ISO-certified NZ manufacturing
4. Trusted by families across multiple generations

Asset-Light Operations Lean business model with outsourced manufacturing and 3PL fulfilment enabling rapid scaling.

Clear Growth Pathways Multiple expansion opportunities across channels, geographies and product categories.

Made4Baby's Market Position

1. Brand Equity & Recognition - 19 Years
2. Regulatory Compliance - EU & China
3. Digital Maturity - Shopify Ready <http://www.made4baby.co.nz>
4. No.1 in Google search rankings for 'baby skincare nz'

Proven Brand Extension Strategy In 2012, Made4Baby successfully expanded into Made4Kids, extending the brand beyond infancy and increasing customer lifetime value.

Established Distribution Network Multiple baby chain stores, online health retailers, direct to consumer via online website (using Shopify)

Social Engaged Instagram & Facebook following with huge potential for growth.

Trademarks Registered in NZ & China, protecting brand equity

Domain Portfolio made4baby.co.nz, made4baby.com, made4kids.co.nz, made4pets.co.nz

China Market Advantage Completed 6-year NMPA registration process—a significant barrier to entry that most competitors lack.

Clear Pathways to Growth International Expansion Immediate scale potential in China via existing NMPA registrations

1. China in country retail or online sale with registered products

Location: **Auckland**

Type: **Health/Beauty**

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2. Southeast Asia market entry (registered for sale in VietNam with existing brand recognition)

NZ Channel Expansion

1. Chemist Warehouse, Green Cross Health Pharmacy (Life, Unichem)

Website

<https://www.made4baby.co.nz>