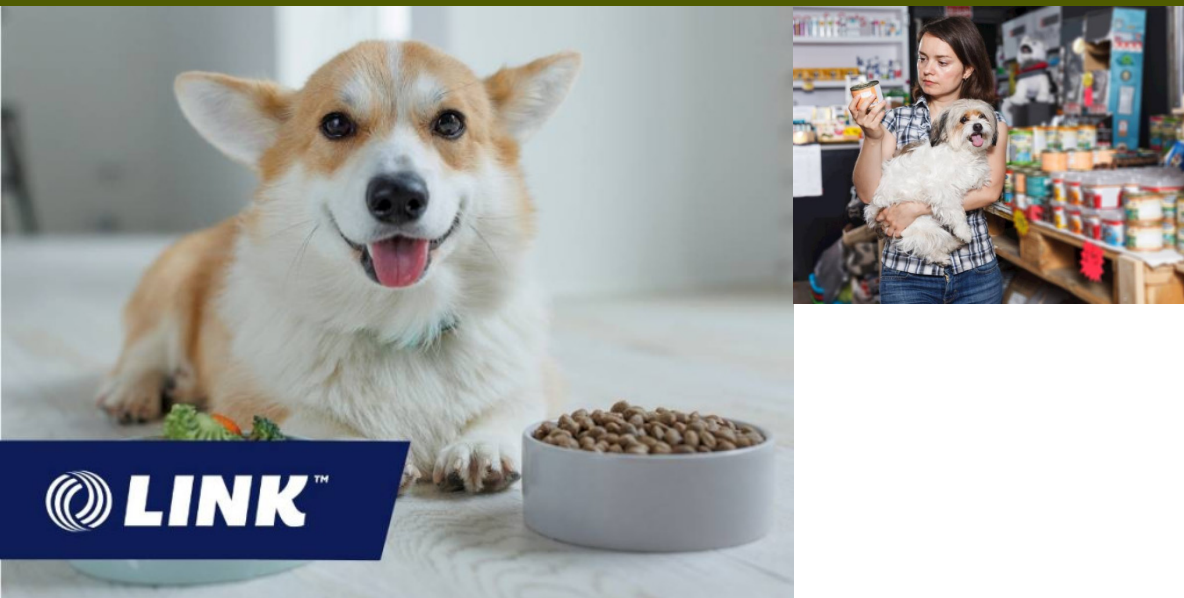


Pet Products Business for Sale Auckland



High-Growth Pet Products Business | NZ, Aus. & USA

A rare opportunity to acquire a FMCG products business with established distribution in the highly attractive pet sector.

Founded in New Zealand in 2019, the business has developed its own innovative product range and successfully expanded across NZ and Australia, with an early foothold now established in the USA.

Revenue has almost tripled in two years, increasing from \$439k in FY24 to \$1.26m in FY26. Australia has become a major growth market, providing confidence that the business has the ability to successfully enter and develop new markets.

Why this business stands out:

- * High-growth pet category
- * Revenue approaching 3x FY24 levels
- * Blue-chip grocery and specialist retail relationships
- * Established distribution across NZ and Australia
- * Early foothold in the United States, the world's largest pet-care market
- * Significant investment in trademarks, registered designs and owned manufacturing tooling
- * Outsourced manufacturing
- * Minimal staffing and only 10-15 hours of current owner involvement per week

Securing ranging with major grocery and specialist retailers can be difficult and time-consuming. Those relationships are already established, creating opportunities to increase store penetration, extend the product range and accelerate sales through existing channels.

The US provides another significant opportunity. Initial market entry has already been achieved, providing a foothold in the world's largest pet-care market.

Location: **Auckland**

Asking: **Refer to Broker**

Type: **Retail Other**

Contact:

Lisa Dudson

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nzbizbuysell.co.nz/134692

LINK Business (Ellerslie)

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Broker Ref: EL05424



expansion.

The product development, manufacturing, IP protection and retail access are already in place. The opportunity now is to build on them.

Enquire now for further information.

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Lisa Dudson, 021 486 000, lisa.dudson@linkbusiness.co.nz

*Refer to the LINK website for full disclaimers.

Ref: EL05424

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