Manufacturing & Ecommerce Business for Sale Christchurch



Established NZ Haircare Brand for Sale | $2.4M Annual Sales | Strong Growth & Profitability | Minimal Owner Involvement

An exceptional opportunity to acquire a fast-growing, profitable New Zealand haircare brand with established manufacturing, a loyal customer base and significant potential for further expansion.

This is a Christchurch-based haircare and skincare business.

Founded in late 2024, the brand has experienced rapid growth, establishing itself in the New Zealand market through a successful direct-to-consumer e-commerce model, strong digital marketing and a growing wholesale presence.

Business Highlights

1. **$2.4 million in reported annual income**, representing 78% year-on-year growth.
2. **$224,000+ in annual net income**, with substantial improvement in profitability compared with the previous year.
3. 50,000 email profiles
4. 60,000+ New Zealand customers
5. 98+% of sales in New Zealand and 1-2% in Australia
6. Minimal owner involvement — just a few hours per day.
7. **79% average gross profit margin**, supported by in-house manufacturing and efficient product formulations.
8. **Established e-commerce business** with a Shopify website, repeat customers and proven online sales channels.
9. **Strong brand recognition**, supported by thousands of positive customer reviews and an engaged customer community.
10. **Established Christchurch manufacturing operation**, with production equipment, processes and facilities in place.
11. **Growing wholesale distribution**, with products stocked by more than 25 retailers throughout New Zealand.
12. **Established marketing infrastructure**, including Meta advertising, Google advertising, email marketing and influencer collaborations.
13. **Diverse product portfolio - all made in-house**

Why This Business?

It offers a rare opportunity to acquire an established brand with proven demand, healthy product margins and significant growth potential.

Unlike many e-commerce businesses that rely entirely on third-party manufacturers, business has its own production capabilities, providing greater control over product development, manufacturing costs, quality and innovation.

Location:	**Christchurch**
Asking:	**$1,100,000 + stock at valuation**
Turnover:	**$2,400,000**
Type:	**Health/Beauty**

Contact:

Owner

nzbizbuysell.co.nz/135376

The business has already established the foundations required for further growth, including an existing customer base, established product formulations, marketing systems, production equipment and retail relationships.

One of the key advantages of this business is its established operational structure, allowing the owner to manage the business in just a few hours per day.

With a trained team handling daily manufacturing, order fulfilment and warehouse operations, the owner's role is primarily focused on overseeing the business, marketing and strategic decisions.

This presents an attractive opportunity for a buyer seeking a profitable, established business without the need to be involved in day-to-day production.

The business also offers significant potential for further growth under an ambitious new owner.

Significant Growth Opportunities

1. Expand further into the Australian market
2. Increase wholesale distribution across New Zealand and Australia
3. Introduce additional haircare and skincare products
4. Scale production using existing manufacturing capabilities
5. Develop further retail and distribution partnerships
6. Build on established digital marketing and customer retention strategies

Ideal Buyer

This opportunity would suit an entrepreneur, investor, established beauty business or e-commerce operator looking to acquire a growing brand with existing infrastructure and strong potential.

The business is being offered for sale to allow the founder to pursue other personal interests. A transition and handover period can be negotiated to support the new owner.

Serious enquiries only.

Further financial information, business details and sale terms are available to qualified buyers upon signing a confidentiality agreement.

Business Resources

Business operates from a fully equipped manufacturing and warehouse facility in Christchurch, supported by a trained production and fulfilment team. Key resources include specialised manufacturing equipment, established product formulations, inventory, packaging systems, a Shopify website, and integrated marketing and order management systems.

The business has established supplier relationships, wholesale accounts and streamlined production processes. The owner is available to provide training, operational guidance and handover support to ensure a smooth transition.