

High-Growth DTC Grounding Sheets Brand with 600K+ Email Subscribers

Deal ID: SNQL45

Overview

This is a rare opportunity to acquire a fast-scaling direct-to-consumer wellness brand in an emerging consumer category. Launched in 2023, the business has grown from startup to nearly \$30M in TTM revenue in just 27 months, supported by strong product-market fit, premium positioning, and more than 9,000 Shopify reviews averaging 4.6 stars. Its hero product drives 80% of revenue and offers a differentiated quality advantage over lower-comfort alternatives. The business operates primarily through Shopify and has built a diversified customer acquisition engine across Meta, Google/YouTube, affiliates, Bing, and native channels. Its 600,000+ email subscriber base, 27% email-driven revenue, and 10% repeat customer rate provide meaningful owned-audience value. A 24-person remote team, documented SOPs, and favorable supplier terms support a highly turnkey transition for a new owner.

Asking Price: \$7.85M

TTM Revenue: \$29M

TTM Profit / SDE: \$3.4M

Multiple: 2.25x

Revenue Growth: 115% YoY

Industry: Health & Wellness / DTC E-Commerce

Business Model: Direct-to-Consumer E-Commerce

Primary Sales Channel: Shopify, 95% of revenue

Average Order Value: \$223

Email Subscribers: 600K

Shopify Reviews: 9K

Average Rating: 4.6 stars

Team: 24-person remote team

Turnkey: Yes

Online: Yes

Years in Business: Launched August 2023

Geographic Revenue Mix: 80% US / 20% CA, UK, AU, NZ

Growth Opportunities

Several major growth levers remain underdeveloped. Amazon launched only four months ago and already generated \$200K in December revenue, while retail and wholesale demand is inbound but not yet actively pursued. The business has not leveraged influencer partnerships despite celebrity-driven category awareness. With only six SKUs, customer surveys indicate demand for adjacent products, supplements, and broader wellness categories.

Exit Advisor Takeaway

This opportunity aligns well with an acquirer seeking high growth, turnkey operations, and multiple expansion paths. The business combines exceptional top-line momentum, strong owned-audience economics, diversified paid acquisition, and early-stage channel expansion. With Amazon, wholesale, influencer marketing, international growth, and product line extensions still largely untapped, the platform offers several clear levers for continued scale.

The information provided is for discussion purposes only. All parties are encouraged to conduct their own independent verification and due diligence, as financial figures, projections, and operational details may change or vary upon further review.

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