



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



**E-Commerce Niche Fragrance Brand Business for Sale
(Trademarked)**

Online Business/ Fully Relocatable

Asking Price: £110,000

Reference: ECA-032 | Confidential Memorandum

Asking Price: £110,000 plus stock (Cash Free Debt Free basis)

Business Location -Fully Relocatable/ Web Based

Annual Sales £110,000 Per Annum

Overview of Business

The business is an established direct-to-consumer eCommerce niche fragrance brand, specialising in affordable, beginner-friendly niche perfumes.

Founded in April 2022, the brand has developed a loyal international customer base and a clear product identity focused on freshness, originality and longevity.

Originally launched following a successful crowdfunding campaign, the business has since evolved into a repeatable operating model supported by organic social media reach, email marketing and strong community engagement.

Key Financial Highlights

Turnover has remained consistently above £110,000 per annum over the last three trading years

- High gross margins of approximately 80% per product
- Low fixed cost base with minimal payroll

Location and Market Position

- UK-based brand with global online sales
- Strong customer base in the United States, with additional sales across the UK, EU, Canada and Australia
- Positioned within the fast-growing entry-level niche fragrance segment

Headline Reasons the Opportunity Is Attractive

- Proven proof of concept in a growing global market
- Highly attractive gross margins
- Established brand with excellent customer reviews and reputation
- Significant untapped growth levers for a commercially driven buyer
- Low operational complexity and scalable model

Business at a Glance

- Business Activity: Direct-to-consumer eCommerce fragrance brand
- Years Established: April 2022
- Legal Structure: UK Limited Company
- Director (hands-on)
- Customer Profile:
 - Predominantly male fragrance enthusiasts and collectors
 - Strong repeat customer base (circa 370 returning customers over last 24 months)

- Geographic Reach:
 - USA (majority of sales)
 - UK, EU, Canada and Australia

Products and Services

Core Offerings

- Branded niche fragrances developed with UK-based GMP (Good Manufacturing Practices) certified manufacturers
- Focus on accessible pricing within the niche category
- Products designed and curated by an experienced fragrance reviewer
- Trademarked

Pricing Model

- Mid-range DTC (direct-to-consumer) pricing aligned to “entry-level niche” positioning
- Premium perception without luxury price barriers

Recurring Revenues

- Repeat purchase behavior evidenced by returning customer data
- Email marketing and community engagement drive reorders
- No formal subscription model currently in place

Market Overview

Sector Description

The business operates within the global niche fragrance market, which is distinct from mass-market perfumery and luxury heritage brands.

Market Trends and Demand Drivers

- Increasing consumer interest in niche and independent brands
- Growth in Direct-To-Consumer eCommerce fragrance sales
- Social media and community-led brand discovery
- Market estimated at \$2.74bn in 2025, forecast to grow to \$5.73bn by 2034 (CAGR c.8.5%)

Competitive Landscape

- Competes with other entry-level niche brands (e.g. Mancera Parfums)
- Differentiation through affordability, community engagement and creator-led credibility

Competitive Advantages

- Clear niche positioning within “beginner-friendly” niche fragrances
- Strong organic social media presence
- Founder-led product credibility and consistent brand style
- High customer satisfaction with extensive positive reviews

- Ethical and compliant manufacturing credentials

Customers & Sales

Customer Mix and Concentration

- Broad customer base with no material reliance on single customers
- Strong US exposure, offering scale and brand expansion potential

Sales Channels

- Own branded eCommerce website
- Early traction within third-party retail channels

Contract Terms

- DTC sales primarily transactional
- Manufacturing relationships are repeat order based rather than long-term exclusive contracts

Business Operations

Premises

- Operated remotely
- Small self-storage unit for stock/components (circa 100 ft²)

Systems and Processes

- Shopify eCommerce platform
- Email marketing software
- Video Editor
- Content-driven social media marketing
- Founder-managed operations

Key Suppliers

- Multiple fragrance compound suppliers
- One principal manufacturer (UK-based, GMP-certified)

Management & Staff

Owner Involvement

- Founder is fully hands-on across marketing, product development, operations, customer service and finance

Management Structure

- Director led

Staff Retention and Skills

- Stable outsourced relationships
- Skills readily transferable to an incoming owner

Financial Overview

Turnover History

- Last 12 months: £110,900
- Prior year: £162,200
- Prior year: £142,300

Gross margins circa 80% indicate strong underlying profitability

- Likely add-backs include director remuneration, discretionary marketing and one-off launch costs

Balance Sheet Strength

- Asset-light business (stock circa £10,000)
- Low overheads
- Working capital mainly inventory-led

Growth Opportunities

Organic Growth

- Expanded email segmentation and lifecycle marketing
- Increased product release cadence
- Introduction of subscription or bundled offerings

Strategic Opportunities

- Paid media (Meta, Google)
- Influencer collaborations
- Trade shows and wholesale partnerships
- Geographic scaling and retail expansion

Reason for Sale

The founder has reached a natural transition point, having delivered the creative vision and core product concepts. The seller wishes to see the brand scaled and commercialised further under new ownership with the appetite and infrastructure to do so.

The Opportunity

Who the Business Would Suit

- Trade buyers within fragrance, beauty or lifestyle

- Owner-managers seeking a proven Direct to Consumer brand
- Acquisition entrepreneurs or small PE-backed platforms

Buyer Most Likely to Benefit

- Commercially focused buyer with marketing and scaling capability
- Operator comfortable with inventory-led eCommerce
- Buyer seeking high-margin branded consumer products

Next Steps

- Further information available subject to NDA
- Qualified buyers will be provided with financial clarification, supplier detail and operational insight
- Management meetings available post-NDA

All enquiries to be directed through: Abercorn Business Sales

Commercial Finance:

Abercorn Business Sales are specialists in highly confidential off-market business sales. Should you require commercial finance, we have a panel of leading commercial finance brokers with access to the whole market to enable you to source the best possible terms.



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Next Steps & Contact

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