

Profile number

110060

Strategic acquisition opportunity in the cleaning and hygiene sector.**Located in**

Madrid

Personal data**Sector**

Wholesale

Type of company

Wholesale of hygiene and cleaning solutions

Legal entity:

Limited Company

Type of transaction

Assets / liabilities

Life phase enterprise

Full-grown

Employees in FTE

5 - 10

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information**Turnover last financial year**

€ 1.000.000 - € 2.500.000

Asking price

€ 500.000 - € 1.000.000

Earnings before taxes

€ 250.000 - € 500.000

Company history/background

Our company specializes in the development, manufacturing, and distribution of products and accessories for cleaning, personal and professional hygiene, as well as disposable bags and containers. It also owns several well-established brands: three focused on the cleaning and hygiene sector, and a prominent line of hair, face, and body cosmetics, recognized for its high profitability and market position. The company is managed by its

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owner, who represents the second generation at the helm of the business. He assumed leadership after the retirement of the previous owner, continuing a solid track record that began with a company that has been a leader in the sector since 1975 and boasts a broad and diversified client portfolio encompassing both professional channels and end consumers. Headquartered in Madrid, the company has achieved sustained growth thanks to its ability to adapt to evolving market demands. Asking price: €1,000,000

Wholesale and retail. B2B and B2C

In particular, its range of biodegradable products stands out, increasingly in demand in the current context of transition towards responsible consumption models and a circular economy. The professional cosmetics line, developed under its own brand, has been designed with plant-based ingredients, without parabens or sulfates, and boasts a modern, transparent brand image aligned with trends in wellness, self-care, and environmental awareness. The business has an optimized operational structure, its own warehouses, and an experienced management, sales, and logistics team. Furthermore, it has agreements with certified laboratories and manufacturers that allow for scalable, flexible, and efficient production.

Unique selling points

Growth Opportunities: Digital Development and Strengthening the Online Channel. The company has significant room for improvement in the digital sphere, with a clear opportunity to increase revenue through the online channel. Strengthening the online channel would allow the company to access new market segments, modernize its brand image, and develop a scalable, profitable revenue stream aligned with current consumer trends.

Other

BUYER PROFILE Companies in the sector seeking expansion through acquisition Benefits: Immediate growth Operational synergies Consolidated customer base Expanded product catalog Strategic positioning Entrepreneurs with experience in the sector Benefits: Established business Lower start-up risk Opportunity to professionalize Initial support Stable profitability Investors interested in established businesses Benefits: Predictable cash flows Valuation opportunity Portfolio diversification Resilient sector Exit potential: Possibility of future resale at attractive multiples after business optimization. Companies in complementary sectors interested in rapid growth Benefits: Access to new markets Cross-selling of products Leveraging synergies Brand differentiation Rapid scalability