

**Edition:**  
**December 2018**



[FBABUSINESSPRICEGUIDE.COM](http://FBABUSINESSPRICEGUIDE.COM) | [THEFBABROKER.COM](http://THEFBABROKER.COM)

# **FBA Business Price Guide**

**December 2018**

# December 2018

## FBA Business Price Guide

[FBABusinessPriceGuide.com](http://FBABusinessPriceGuide.com)

December 18, 2018

From: Austin, Texas  
18°C/65°F and sunny

Dear FBA business owners and investors,  
This is our last FBA Business Price Guide for 2018 but we'll be back in January 2019 with our insights once December closes out.

We're also excited to see how the year ends and get you an epic 2018 wrap up. It's definitely been a **BIG** year for FBA Business sales.

Here's what we noticed as some of the key highlights from November listings. This month we saw that all delisted businesses were under the \$500K price point. Whereas there was a significant increase in listings in the \$1-5M price point from 37 in October to 46 in November.

Our FBA MarketWatch Monday emails are being released consistently, with links to **ALL new listings each week!** This data will only be released via email so if you don't receive the Monday email, sign up at [FBABusinessPriceGuide.com](http://FBABusinessPriceGuide.com).

A quick reminder of how this guide is created... we search for **ALL** listings available online and compile the data. We are *limited* to publicly available data and rely on brokers and websites to update when listings are sold, the current price and other details.

Merry Christmas and Happy New Year from the team.

Enjoy the holidays - Cheers, Coran

# Whenever you are ready here are 3 ways I can help YOU:

## 1. Do You Know What Your Brand Is Worth?

Want to know how much a buyer is likely to pay for your brand? We can confidentially examine your brand to provide you with a realistic value range, based on deals we've closed plus current market trends. [Click here for you free vale estimate.](#)

## 2. Looking For Brands To Acquire?

Let us know your [investment criteria here](#), so we know which deals to send to you as they become available.

## 3. Why Your FBA Business Won't Sell And What To Do About It...

Right now we are tracking 223 businesses for sale with more businesses coming to market each week. So far in 2018, we have seen that 75% of these businesses are NOT selling. [To find out why and what to do about, Click Here!](#)

Also, if you don't already get this guide sent to you via email, feel free to join at [FBABusinessPriceGuide.com](#) so you don't miss out on all the additional resources. Or to update your subscription preferences [click here](#).

# Market Overview

As at 1 December 2018	No. of Listings	List Price Value
<b>FBA currently listed for sale</b>	<b>223</b>	<b>\$368,671,945</b>
<b>List Price Range</b>	<b>\$2,900 - \$47,000,000</b>	
<b>Median List Price</b>	<b>\$375,230</b>	
<b>Median Multiple</b>	<b>2.9x</b>	
<b>Sold</b>	<b>17</b>	<b>\$9,309,279</b>
<b>Pending offer/sale</b>	<b>4</b>	<b>\$9,405,000</b>
<b>Delisted</b>	<b>10</b>	<b>\$2,074,764</b>
<b>Unknown (Delisted or Sold)</b>	<b>20</b>	<b>\$15,888,450</b>
<small>(All figures are USD)</small>		

\*Note: We report median values as they are a more accurate reflection of the market than averages.

## December 2018 Highlights

- Active listings at the beginning of November vs December are up 8% from 205 to 223.
- Sold businesses above \$1M had a median multiple of 4x (3 listings) whereas below \$1M (14 listings) had a median multiple of 2.2x.
- There were 56 new businesses listed in November for sale which is up from last month (46 in October).
- 63 Brokers and 34 Private Sellers have FBA businesses listed for sale.
- 100% of delisted businesses were under the \$500K price point.
- There was a slight increase in active listings that have unique or proprietary products from 10% (October) to 11% (November).
- There was a significant increase in listings in the \$1-5M price point from 37 in October to 46 in November.

## Sold Data

List price	Multiple	Type of Biz	Category
\$2,500	1.2	Private label	Wallets
\$3,300	1.9	Private label	Baby
\$9,300	2.0	Retailer	Department
\$10,250	0.7	Private label	Baby
\$11,365	0.9	Private Label	Home & Kitchen
\$40,425	2.3	Private label	Clothing, Shoes & Jewelry
\$56,544	2.0	Private label	Clothing, Shoes & Jewelry
\$108,445	2.2	Private label	Clothing, Shoes & Jewelry
\$150,000	3.4	Private label	Clothing, Shoes & Jewelry
\$159,448	2.3	Private label	Clothing, Shoes & Jewelry
\$313,181	3.0	Private Label	Clothing, Shoes & Jewelry
\$430,000	3.5	Retailer	Home & Kitchen
\$549,000	2.5	Private label	Home & Kitchen
\$815,521	2.4	Private Label	Kitchen & Dining
\$1,750,000	4.0	Private Label	Automotive
\$1,800,000	3.6	Private label	Home & Kitchen
\$3,100,000	4.5	Private label	Electronics

## Delisted

List price	Multiple	Type of Biz	Category
\$376,086	2.5	Private Label	Home & Kitchen
\$310,183	2.3	Private label	Health & Personal Care
\$290,000	1.7	Private Label	Supplements
\$276,654	1.5	Private Label	Clothing & apparel
\$247,792	3.0	Private label	Health & Personal Care
\$243,254	2.2	Private Label	Various
\$149,728	2.5	Private label	Sports & Outdoors
\$110,434	2.2	Private Label	Various
\$55,633	2.0	Private label	Occasions & gifts
\$15,000	2.8	Private label	Sports & outdoors

## Unknown:

### Delisted/Sold

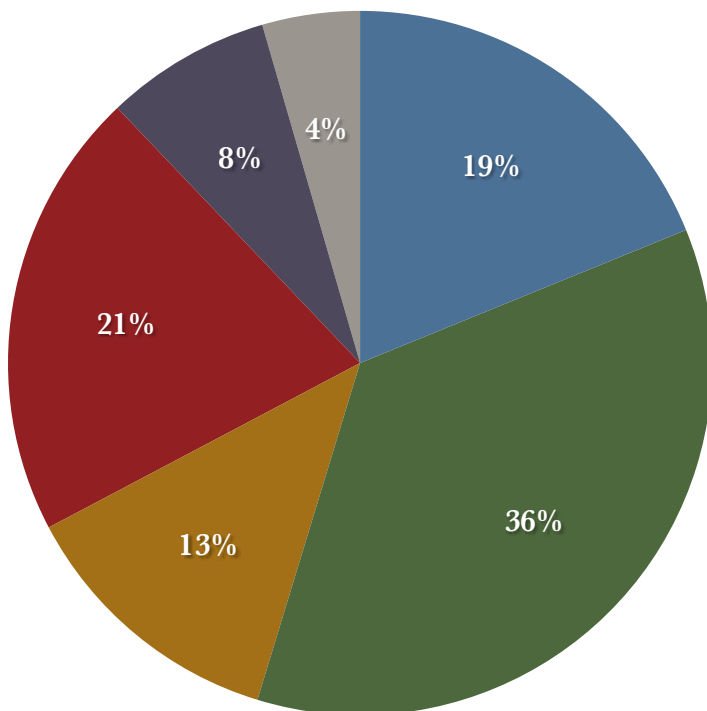
List price	Multiple	Type of Biz	Category
\$8,500,000	4.9	Proprietary	Pet Retail
\$2,800,000	4.6	Unknown	Outdoors & Sports
\$999,000	4.1	Retailer	Toys & Games
\$975,000	3.9	Private label	Supplement
\$500,000	2.1	Private label	Home & Kitchen
\$475,000	2.5	Private label	Sports & Outdoors
\$425,000	2.6	Proprietary	Home Improvements
\$290,000	3.1	Private Label	Sport & outdoors
\$210,000	2.0	Private label	Home & Kitchen
\$149,000	-	Private Label	Electronics
\$110,000	2.0	Retailer	Sports & Outdoors
\$99,950	-	Retailer	Various
\$95,000	1.2	Retailer	Cell Phones & Accessories
\$82,000	1.2	Private Label	Various
\$75,000	3.0	Private label	Sports & Outdoors
\$39,000	-	Unknown	Unknown
\$31,000	3.4	Private label	Various
\$30,000	2.0	Private label	Home & Kitchen
\$3,500	0.9	Private Label	Pet Supplies
N/A	-	Private label	Pet Retail

# Active Listing Snapshot

## List Price Ranges on

### ALL Listings

- <\$100k (42)
- \$100-500k (80)
- \$500k-\$1M (28)
- \$1-5M (46)
- >\$5M (17)
- No Price (10)



## Business Type

- Private Label (157)
- Unique/Proprietary (24)
- Reseller/Wholesale (35)
- Unknown (7)

