

Bonus:

Q4 2018 Review



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FBA Business Price Guide

January 2019

FBABusinessPriceGuide.com

January 24, 2019

From: Dallas, USA

10°C/50°F and sunny

Dear FBA business owners and investors,

Welcome to the January 2019 FBA Business Price Guide, the 1st on for the year.

We've just finished the 3 day CapCon event in Dallas where Coran got to share some of his options on the commerce trends. Much of what he talked about is outlined in these monthly reviews.



This month we've also got the Q4 wrap-up of Oct, Nov & Dec 2018 analysed and ready to review. We've got an intriguing chart of the 2018 list price multiples!

So be sure to scroll to the end to see that **BONUS Q4 Review**.

Our MarketWatch Monday emails are back weekly with links to **ALL new listings!** This data will only be released via email so if you don't receive the Monday email, sign up at 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.

Enjoy! Leanne

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 value 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. Want to know what makes FBA Brands more valuable in 2018?

Check out our [2018 half-yearly review](#). We reviewed 69 public sales with a combined list price of over \$127,000,000!- [click here to check it out](#).

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 January 2019	No. of Listings	List Price Value
FBA currently listed for sale	229	\$357,882,339
List Price Range	\$5,000 - \$47,000,000	
Median List Price	\$375,000	
Median Multiple	2.9x	
Sold	8	\$1,409,812
Pending offer/sale	7	\$11,111,983
Delisted	3	\$3,471,263
Unknown (Delisted or Sold)	24	\$12,709,471

(All figures are USD)

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

January 2019 Highlights

- 2018 ended with a total of \$257MM in SOLD consumer brand businesses which is down from \$329MM of sold deals in 2017.
- Active listings at the beginning of December vs January are pretty much the same (223 to 229).
- Not a single business sold for over a \$1MM price point in December.
- Sold listings below \$1MM (8 listings) had a super low median multiple of 1.2x of annual net profit.
- There were 39 new businesses listed in December for sale which is down from last month (56 in November), which is not uncommon for the time of year.
- 63 Brokers and 29 Private Sellers have FBA businesses listed for sale.
- There was once in listings that have unique or proprietary products from 11% (November) to 13% (December). However, almost three quarters of the active listings were Private label (74%).

Sold Data

List price	Multiple	Type of Biz	Category
\$890,000	2.8	Private Label	Apparel & Accessories
\$259,000	2.8	Private Label	Home & Kitchen
\$167,500	1.0	Private Label	Supplements
\$80,012	2.0	Private Label	Home & Kitchen
\$5,000	1.2	Private Label	Sports & Outdoors
\$3,800	0.6	Private Label	Home & Kitchen
\$2,500	0.4	Proprietary	Baby
\$2,000	1.1	Private Label	Baby

Delisted

List price	Multiple	Type of Biz	Category
\$3,100,000	3.2	Retailer	Various
\$216,263	2.1	Retailer	General
\$155,000	3.9	Private Label	Sports & Outdoors

**Unknown:
Delisted/
Sold**

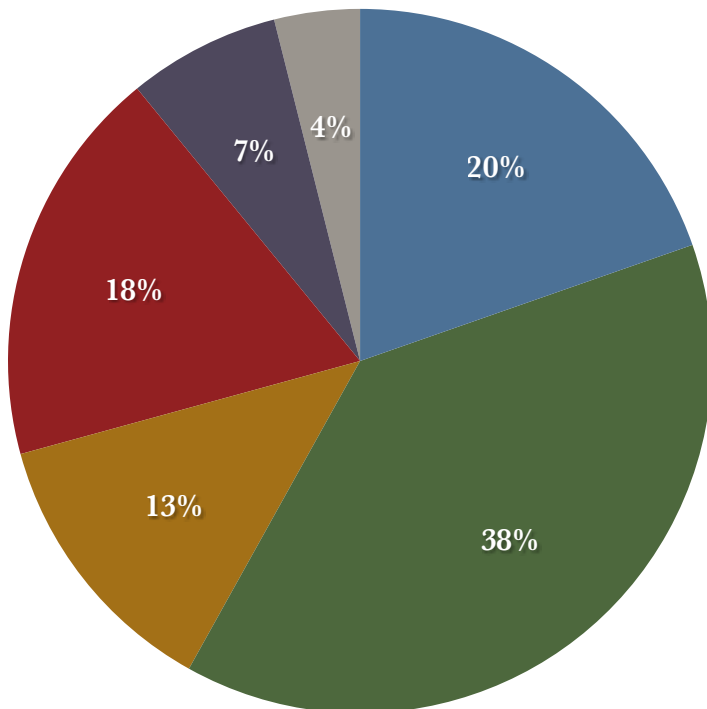
List price	Multiple	Type of Biz	Category
N/A	-	Private Label	Electronics
\$2,318,550	3.1	Private Label	Sports & Outdoors
\$1,938,670	3.2	Private Label	Beauty
\$1,914,234	2.9	Private Label	Sports & Outdoors
\$1,042,183	3.5	Private Label	Baby
\$914,538	2.7	Private Label	Baby
\$856,498	2.9	Private Label	Supplements
\$499,950	-	Proprietary	Unknown
\$496,180	1.9	Private Label	Health & Household
\$485,955	2.7	Private Label	Home & Kitchen
\$483,883	2.5	Private label	Home & Kitchen
\$463,645	2.2	Private Label	Home & Garden
\$336,000	1.8	Retailer	Supplements
\$295,000	1.9	Private Label	Grocery & Gourmet Food
\$200,000	2.4	Private Label	Beauty
\$105,000	1.3	Private Label	Clothing, Jewlery, Accessories
\$100,000	-	Proprietary	Clothing
\$55,000	-		Clothing, Shoes & Jewelry
\$54,500	2.3	Proprietary	Medical Supplies
\$39,000	-	Private Label	Sports & Outdoors
\$35,685	2.2	Private Label	Clothing, Shoes & Jewelry
\$30,000	-	Retailer	Footwear
\$30,000	1.4	Private Label	Sports & Outdoors
\$15,000	7.5	Private Label	Sports & Outdoors

Active Listing Snapshot

List Price Ranges on

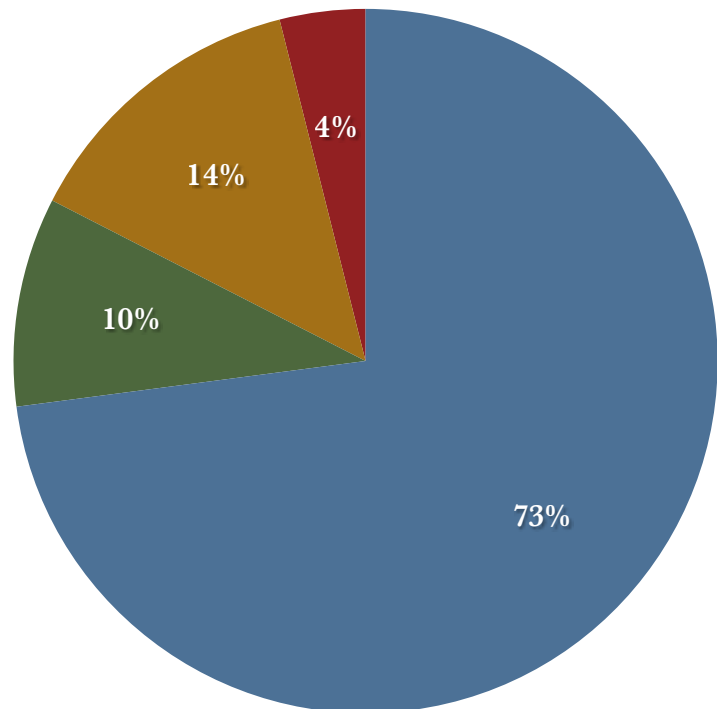
ALL Listings

- <\$100k (44)
- \$100-500k (88)
- \$500k-\$1M (30)
- \$1-5M (37)
- >\$5M (13)
- No Price (9)



Business Type

- Private Label (170)
- Unique/Proprietary (21)
- Reseller/Wholesale (31)
- Unknown (9)



BONUS

Q4 2018 Market Overview

1 October - 31 Dec 2018	No. of Listings	Total Value
Total New Listings	142	\$176,952,347
List Price Range	\$2,000 - \$47,000,000	
Sold	44	\$22,091,920
Pending	20	\$30,497,483
Delisted	20	\$10,250,700
Unknown Delisted/Sold	57	\$35,101,921
Still Active	229	\$357,882,339

(All figures are USD)

Q4 Highlights

- New listings for Q3 vs Q4 were about the same (147 vs 142 respectively).
- Only 13.6% of sold listings in Q4 were above \$1MM. This is considerably down from Q3 which was 38.5%.
- Notably listing multiples are rising on \$1MM+ priced business.
- Under \$100K listing were at their LOWEST multiple of the year.
- In Q4 not a single business sold above the \$5MM price point.
- Overall 2018 multiples softened earlier in the year but recovered later on.



Q4 2018 Overview

	October	November	December
Total Active/For Sale	205	223	229
Sold	19	17	8
Pending	14	4	7
Delisted	8	10	3
Unknown Delisted/Sold	19	20	24
New Listings	46	56	39
Median List Price	\$324,591	\$375,230	\$375,000
Ave. Days on Market	84	70	124

(All figures are USD)

Sold Data by List Price Segment Q4 2018

List Price Segment	No. Sold	% Total Sold	Average Multiple
<\$100k	18	40.9%	1.6
\$100k - \$500k	16	36.4%	2.3
\$500k - \$1MM	4	9.1%	2.6
\$1MM - \$2MM	3	6.8%	3.6
\$2MM - \$5MM	3	6.8%	4.2
>\$5MM	-	-0%	-

Sold Listing Median Multiple by Quarter

List Price Segment	Q4 '17	Q1 '18	Q2 '18	Q3 '18	Q4 '18
<\$100k	1.6	1.8	1.7	1.9	1.6
\$100k - \$500k	2.4	2.2	2.3	2.2	2.3
\$500k - \$1MM	3.3	2.6	3.1	3.3	2.6
\$1MM - \$2MM	3.0	-	3.2	3.3	3.6
\$2MM - \$5MM	4.4	3.3	3.8	3.9	4.2
>\$5MM	4.7	4.2	4.6	4.3	-