

**Profile number**

108046

**Successful Padel E-commerce Business with Strong Market Position****Located in**

Belgium

**Also interesting for this region (s)**

All of the country

**General information****Sector**

Retail non-food

**Type of company**

Webshop

**Legal entity:**

Foreign legal entity

**Type of transaction**

To be determined

**Life phase enterprise**

Growing

**Employees in FTE**

&lt; 5

**Type of buyer:**

- MBI candidate
- Strategic acquisition
- Investor

**Financial information****Turnover last financial year**

€ 250.000 - € 500.000

**Asking price**

To be agreed

**Earnings before taxes**

Confidential

**Company history/background**

For sale: a well-established e-commerce company (BV) specializing in padel products. With nearly five years of experience, the business has built a strong position within the rapidly growing padel market in the Benelux. The webshop has a loyal customer base, reliable suppliers, and an optimized ordering process.

Thanks to the rising popularity of padel, there is significant potential for further growth in both revenue and product range. The company is fully operational and ready for immediate takeover, making it ideal for

entrepreneurs or investors looking to enter a thriving niche market.

There are ample expansion opportunities, including B2B, international sales, or physical retail.

The company is a specialized e-commerce business focused on padel products and has been active for nearly five years. The webshop targets both the Dutch and Belgian markets, with a revenue split of approximately 80% from the Netherlands and 20% from Belgium. Around 90% of revenue comes from B2C sales to recreational and dedicated padel players, while the remaining 10% is generated through B2B customers such as padel clubs and sporting goods stores. The product range includes rackets, balls, bags, and accessories from well-known brands.

Due to the rapid growth of padel, monthly revenue continues to rise. The webshop is fully operational, scalable, and easy to expand into new markets or through physical retail. Marketing activities are carried out through SEO, social media, and Google Ads. The webshop has a loyal customer base, healthy margins, and reliable suppliers.

This presents an attractive opportunity for entrepreneurs or investors active in sports, e-commerce, or lifestyle sectors.

## Unique selling points

This well-established e-commerce business holds a strong reputation within the padel market and is the driving force behind several successful projects in the Netherlands. Its distinctive strength lies in the wide range of high-quality padel products, combined with complete in-house control over purchasing, warehousing, sales, customer service, and fulfillment.

Thanks to high purchasing volumes, most products are sourced directly from manufacturers, ensuring competitive pricing and healthy margins. Managing the entire supply chain internally guarantees optimal quality and reliable delivery times. With a solid foundation and efficient operations, this webshop offers significant growth potential and scalability in the rapidly expanding padel market—provided the right investments in time and capital are made.

## Other

Due to a strategic focus on a large external consultancy project, the current owner does not have sufficient time and attention to dedicate to the webshop. As a result, this well-performing business is being offered for acquisition. This presents a new owner with the opportunity to further grow the webshop with full focus and benefit from the expanding padel market.

The webshop is suitable for both aspiring entrepreneurs and existing e-commerce businesses looking to expand their operations. The ideal buyer is preferably already active in e-commerce and can integrate the product range in a complementary or partially overlapping manner. Through synergies such as joint purchasing and economies

of scale, further profit growth is well within reach.