



PREMIUM EUROPEAN BAREFOOT FOOTWEAR BRAND - EXCLUSIVE DISTRIBUTION OPPORTUNITY

QLD

PREMIUM EUROPEAN BAREFOOT FOOTWEAR BRAND BFB4294

HIGH-GROWTH NICHE | LOW COMPETITION | PROVEN ORGANIC SALES WITH HUGE UPSIDE

A rare chance to acquire the exclusive Australia & New Zealand distribution business for a highly regarded, German-made barefoot footwear brand. Known for its ultra-light comfort, flexibility and natural movement feel, this product sits in a fast-growing niche driven by health, mobility and lifestyle trends—yet with very limited dedicated retail competition across Australia.

Established in December 2018, the business operates through a simple, scalable model with Shopify eCommerce, active Social Media presence, and proven sales through local markets and regional events. The brand enjoys strong organic demand, with sales extending beyond the contracted territories into markets such as Singapore and Malaysia, demonstrating broader international appeal.

- Exclusive reseller/distribution rights across Australia & New Zealand, with proven demand extending into other international markets
- Established in December 2018 with a solid trading history
- Consistent monthly sales performance with strong average order values
- Established customer database and engaged subscriber community
- Strong email marketing results, demonstrating healthy engagement and conversion
- Low time commitment for the owner thanks to a streamlined online model and simple operations
- FY2025–26 annualised revenue exceeds \$120,000
- Proven multichannel model: eCommerce (Official Website, Shopify) plus local markets and regional events
- Comprehensive training and handover support provided by the

Price

Expressions of Interest

Property Type

Business

Property ID 4294

Agent Details

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BF BROKERS

Committed to Service and Integrity

current owner

This is an outstanding opportunity for a buyer seeking a high-potential niche business with strong foundations, minimal direct competition, and significant room to scale through paid digital marketing, wholesale/retail partnerships, events, and international expansion—all while leveraging an established customer base and proven demand.

Should you be interested and wish to receive further information, please complete the online Confidentiality Deed and a fully comprehensive Business Profile will be made available to you. To discuss this or other fitness and health opportunities, please contact Brenton Rickard on 0483 969 232 or brenton@bfbrokers.com

Business & Franchise Brokers brings years of experience in the sale of Health and Fitness businesses and have represented a number of independent and major brands such as Jetts Fitness, ACTV Strength Co, Anytime Fitness, Snap Fitness, Plus Fitness, UBX, Air Locker Training, Fernwood Fitness, World Gym, Flow ST8; FS8 & F45 Training, KX Pilates, just to name a few, plus your independent 24/7 training venues, boxing studios, PT studios, swim centres and many more.

*NB: *The business images shown are for illustration purposes only and may not be an exact representation of the business.*

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