business
for sale



BUSINESS REPORT

Date: **3rd November 2026**
Business Reference:**BFS00418**

About the Business:

Wiggle Wear – Established Baby Diaper Wholesale Business for Sale

Well-established and growing wholesale baby diaper business with an established brand, reliable international supplier relationships, existing stock, and proven sales channels. The business is positioned for further growth and offers an excellent opportunity for an entrepreneur or existing distributor looking to

enter or expand within the baby products market.

Wiggle Wear – Established Baby Diaper Wholesale Business for Sale



Sector: **Retail**

Asking Price:

R 27,792

Monthly Profit:

R 0

Asset Value:
R 622,208

Stock Value:
R 622,208

Yearly Net Profit :
R 0

Business Report

Fully describe the business's activities?

Wiggle Wear is a South African private-label baby diaper business that imports and distributes disposable baby diapers manufactured by an OEM supplier in China. The business sells diapers under the Wiggle Wear brand through wholesale and direct-to-consumer channels, supplying distributors, resellers and individual customers.

The business currently offers three diaper sizes, with branded packaging and established product specifications. Operations include sourcing and ordering stock from the overseas manufacturer, importing the products into South Africa, holding inventory, and supplying customers and wholesale buyers. The business also has an established website, product designs, barcodes, supplier relationship and existing customer base.

How long has the business been established?

1 Year

Is the business VAT Registered?

No

How many employees?

1

How involved is the Owner in running the business?

yes

What are the main assets of the business?

- **Current inventory:** Approximately 8,830 packs of baby diapers across Sizes 1, 2 and 3
- **Wiggle Wear brand name and branding**
- **Website and online presence**
- **Product packaging and packaging designs**
- **Product barcodes**
- **Established OEM/manufacturer relationship in China**
- **Existing product specifications and designs**
- **Existing customer relationships**
- **Registered company**
- **Established import and distribution setup**
- **Existing supplier and product sourcing arrangements**

What is the reason for the sale?

The reason for the sale is primarily a lack of time to dedicate to the business. Other business opportunities have recently arisen that require our focus and attention, making it difficult to give Wiggle Wear the time and resources needed to grow it to its full potential. We therefore feel it is the right time to pass the business on to someone who can dedicate the necessary time and take advantage of its growth potential.

Why is this a good business?

Wiggle Wear is a strong business opportunity because the foundations are already in place, allowing a new owner to step into an established operation rather than starting from scratch.

- **Established baby diaper brand** with branding, packaging and product designs already developed.
- **Stock already available**, providing an immediate product to sell without waiting for a new import shipment.
- **Established OEM supplier relationship in China**, giving the buyer access to an existing manufacturing and sourcing setup.
- **Import and product setup already completed**, saving the buyer significant time, effort and initial development costs.
- **Competitive wholesale pricing** creates opportunities to supply retailers, wholesalers, resellers and entrepreneurs.
- **Low barriers to expansion**, with potential to grow through increased wholesale distribution, online sales and retail partnerships.
- **Scalable business model** that does not require a large retail storefront or expensive physical infrastructure.
- **Opportunity to expand the product range** into additional diaper sizes and complementary baby-care products.
- **Existing sales history and customer relationships** provide a foundation from which a new owner can build.
- Most importantly, the business has **significant room for growth under an owner who can dedicate more time and focus to sales, marketing and distribution.**