



Medi-Markt

Mid October 2018, Gimv has reached an agreement on the takeover of the majority of Medi-Markt Homecare-Service GmbH based in Mannheim and Isenbüttel-based Medi Markt Service Nord Ost GmbH. The two companies and their affiliates, will form one group as of this transaction and will operate jointly under the Medi-Markt brand, headquartered in Mannheim.

The companies are specialised mail-order providers of homecare supplies with a particular focus on absorbing incontinence. Further product groups include revulsive incontinence, diabetes control, stoma care, enteral nutrition, disinfection and protection as well as personal hygiene, supplying a total of c.12,000 different products (branded as well as private label).

The group actually employs 225 people and has a combined annual turnover of more than 50 million EUR.

When ambition meets ambition

The investment is part of a succession plan for both companies. Medi-Markt supplies around 150,000 end-consumers annually and wants to further expand its product offering and advance into adjacent segments. The business benefits from the demographic change since Medi Markt primarily caters an ageing population: today c. 7 million people suffer from incontinence in Germany. This number is expected to further increase to nine million over the next 20 years.

Medi-Markt's high quality products and the company's customer-centric approach enable many people to maintain a more independent lifestyle. At the same time, due to lean organizational structures, the company improves efficiency of care.

Together, we build a leading company

The group wants to further expand its product offering, advance into adjacent segments and is also considering acquisitions of suitable companies.

Together with the experienced management team, we are looking forward to continuing the success story of these two leading specialists, with a focus on organic growth as well as on buy-and-build opportunities.

Summary

Activity	Service provider in incontinence care
Location	Germany
Entry	2018
Platform	Health & Care
Revenue	EUR 57,5 m
Staff	225
Website	www.besser-leben.de

