Trading and wholesaling branded goods

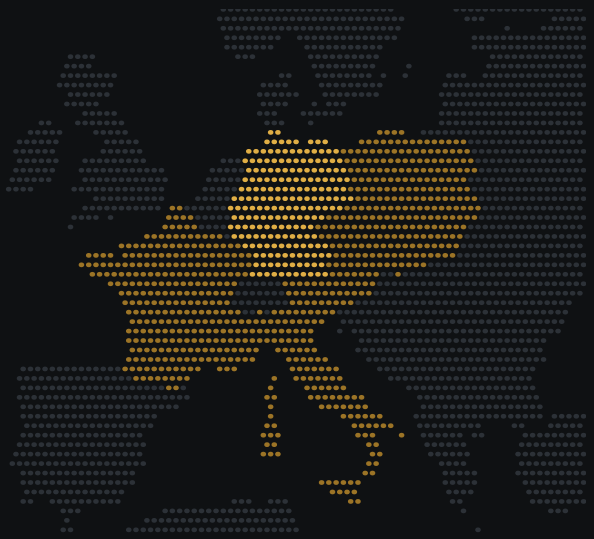
DaniMarket trades branded goods of all kinds – from cosmetics and drugstore products to fragrance, household goods and tools. We source through a wide network of manufacturers, distributors and wholesalers and sell to consumers and businesses: in our own shops, on every major marketplace and B2B.

10	7	68	500+
sales channels	EU countries on marketplaces	cosmetics brands at Purida	products in stock at Purida

Sales channels

purida.de	Own shop · B2C and B2B
danichou.de	Own shop
Amazon	Marketplace
OTTO	Marketplace
Kaufland	DE, AT, CZ, FR, IT, PL, SK
Temu	Marketplace
TikTok Shop	Social commerce
Shop Apotheke	Germany and Austria
DocMorris	Pharmacy marketplace
idealo	Price comparison

On the marketplace in seven countries



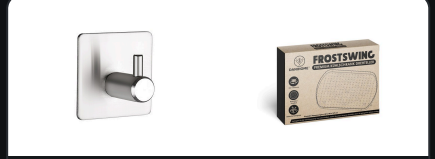
Shipped from our warehouse in Germany.

Our own shops and brands



Purida

Specialist shop for Korean skincare, B2C and wholesale



DaniHome

Own brand for kitchen, bathroom and home



DaniChou

Wellness and care products for adults

Capabilities

Sourcing and import
Manufacturers, distributors and wholesalers in Europe and Asia; customs and import VAT.

Cosmetics compliance
Labelling under EU Cosmetics Regulation 1223/2009.

Listings
Product data for our shop, Amazon, OTTO, Kaufland, Temu, TikTok Shop and pharmacies.

Own brands
Product development, packaging design, trademark and design registration in Germany.

Photos and content
Product images, Amazon A+ content, guides and SEO in German.

Warehousing and shipping
Own warehouse system, shipping with DHL and GLS, including across the EU.

B2B wholesale
Supplying retailers, wholesalers, studios and salons.

Pricing and margin
Calculation per channel including fees and shipping.

Customer service
Enquiries, returns and reviews on every channel.

For manufacturers, brands and wholesalers

We are a retailer, not an agency: we buy your products on our own account – as a one-off order or on an ongoing wholesale basis – and sell them through our channels in Germany and the EU. There are no listing or agency fees.

What we need from you

- Responsible person or economic operator in the EU
- Safety assessment and CPNP notification (for cosmetics)
- Complete INCI list or product data
- EAN codes, packaging images and product photos
- Wholesale price list and minimum order quantities

What you get from us

- Firm purchase orders on our own account
- German product pages on every channel
- Sales to consumers, retailers and professional businesses
- Warehousing, shipping and customer service from Germany

How it works

01 Introductory call

02 Review of range, documents and pricing

03 Purchase and goods receipt

04 Listing on every channel

05 Sales, shipping and customer service

Contact

Send us a short introduction to your company, your price list and your range.

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danimarket.eu