



# Solution International Ends 2025 with Strong Momentum and a Clear Growth Vision for 2026

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**Solution International enters 2026 as an emerging multi-category player with a proven revenue base, expanding digital capability, and a clear vision for sustainable growth.** The company's ability to adapt to shifting consumer behaviours, leverage strong partnerships, and build on its core competencies positions them well for the next phase of its journey.

Reflecting on 2025, Solution International achieved conservative sales, led by a resilient Baby category and strong momentum across eCommerce, as well as an emerging Housewares division launched in late 2025. Whilst macroeconomic challenges and demographic trends remain factors to navigate the baby market, Solution International maintained a robust revenue stream and used the year to strategically diversify its portfolio and distribution points, positioning the business for long-term stability and growth.

## Key highlights from 2025 include:

- Baby retail (excluding ecommerce) held a strong performance in major retailers including Tesco, Smyths, Boots, Asda, Sainsbury's and TK Maxx
- Successful FSDU [Free Standing Display Unit] placement and in-store activations with Tesco UK and Irish stores, resulting in incremental space and sales revenue
- Growing traction in Housewares, with new listings in Sainsbury's, Argos and Robert Dyas.
- Expansion of owned gifting brand goodeehoo, with direct a mix of direct-to-consumer stockists, independent retail estate and online launch with major UK retail player NEXT

These results reflect Solution International's core strengths: bringing safe, high-quality, functional products for families and homes to market at scale, supported by strong retail relationships and growing brand awareness.

**Sarah Long, Commercial Director** delves deeper into the groundwork laid in 2025 that delivered critical learnings and a marked a clear gear change within the business for scalable growth in this year to come. *"We worked hard across the year to refine our corporate identity which better differentiates us in a competitive market. In addition, we placed much emphasis and resource in establishing our UK manufacturing capabilities, which not only improves margin but supports our sustainability efforts.*

## Looking ahead to 2026, key priorities include:

- Protecting and optimising the Baby category, while exploiting cross-category eCommerce opportunities
- Accelerating Housewares growth, leveraging simplicity, strong USP development and retailer demand
- Scaling eCommerce and digital channels across owned brand products, licensed ranges and marketplaces, maximising operational and marketing ROI.
- Exploring personalisation as a key differentiator across gifting, hydration and adjacent categories

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## About Solution International

Solution is a full-service provider of consumer goods for baby, kids, and parents. The company has over 15 years' experience of manufacturing methods and materials that bring high quality, price sensitive and sustainable product to market. Solutions commitment to quality, accountability and traceability is the driving force for all thirty employees. The companies' shares are listed on Spotlight Stock Market.