



Solution increased e-commerce sales by 100 percent in 2025

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Solution International today reports continued momentum across e-commerce platforms, reflecting strong consumer demand for both its established baby products and its expanding housewares and gifting portfolio.

Orders fulfilled through online marketplaces **increased 100%** from **6,000 in 2024 to 12,000 in 2025**, driven by a larger product range and more marketplace partnerships. The company now sells across **Amazon, Tesco Marketplace, George at ASDA**, and **NEXT.com** amongst others, enabling customers to buy its products on the platforms they use every day.

To support this growth, Solution International has enhanced operational efficiencies across its in-house fulfilment operation, ensuring fast and reliable next-day delivery.

As the business enters 2026, Solution is placing an even stronger priority on the e-commerce channel as an increasingly important growth pillar, with a margin profile that is stronger than the company's other sales channels. During the year, the focus is on strengthening the digital infrastructure, continuing to expand the product portfolio, and scaling up operations to maintain the momentum from 2025.

"Our e-commerce success is built on accessibility, efficiency, and trust," said Younas Waqar, Ecommerce Manager at Solution. "As we scale responsibly, our commitment to customer expectations remain unchanged. Managing customer trends and feedback as priority help us remain agile in a competitive landscape".

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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.