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# Bloom & Wild acquires Bloomon to become Europe's number 1


With the acquisition of *Bloomon*, *Bloom&Wild*, a portfolio company of *BurdaPrincipal Investments*, becomes Europe's No. 1 online flower platform *(c) Hubert Burda Media*

*Bloom & Wild*, the UK's market-leading online flower and gifting platform and a portfolio company of *BurdaPrincipal Investments*, announces that it has acquired the entire share capital of *Bloomon*, a Netherlands-based competitor, for an undisclosed sum. The acquisition quadruples the size of *Bloom & Wild*'s Continental European footprint overnight and establishes the company as the largest online operator in the region's £22bn flower and house plant market by number of deliveries. Burda's growth capital arm *BurdaPrincipal Investments* has been invested in *Bloom&Wild* since 2017.

Like *Bloom & Wild*, *Bloomon* is a direct-to-consumer online flower delivery business that was founded in The Netherlands in 2014. Known for their contemporary floral style and design aesthetic, the business, which is managed out of Amsterdam, has grown rapidly in recent years and now has a presence in five European countries, including Belgium, Denmark and Germany, employing a team of 130.

The European flower and house plant market, which is worth an estimated £22bn a year, is growing and has been transitioning online in recent years. Both *Bloom & Wild* and *Bloomon* have been at the forefront of this change, which has accelerated during the pandemic, and have been increasing their respective market shares. This structural shift to online, which enables a shorter supply chain, is forecast to continue.

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*"With the completion of our first acquisition we have created Europe's leading online flower delivery company. Together, we will continue to drive industry change and build on our ambitious sustainability roadmap. I'm thrilled to welcome all of our new team members to the Bloom & Wild family."*

**Aron Gelbard**, CEO and co-founder of *Bloom & Wild*

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*"We are excited about the integration of Bloomon that has very complementary assets and will enable Bloom & Wild to continue to capture rapid growth opportunities, and further extend its European market leadership."*

**Christian Teichmann,** Managing Director of *BurdaPrincipal Investments*

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