

# Australia Market update

AUTUMN 2026



## **Buyer demand is deepening and becoming more sophisticated.**

According to Alex Gilchrist from  
Seek Business Australia.

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rewarding preparation.

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# Buyer demand is deepening and becoming more sophisticated

LINK recently spoke with [SEEK Business](#) on buyer activity and enquiry trends. SEEK Business data shows demand continuing to strengthen, particularly for larger, more established businesses, alongside a shift in the profile of buyers active in the market.

Demand for business ownership continues to strengthen, but the more meaningful shift is not just the volume of enquiries. It is the changing profile of the buyers behind them.

SEEK Business data shows enquiry activity grew 11% across 2025 and has more than doubled since 2019, highlighting sustained interest in acquiring businesses.

“Buyer demand has shown resilience through 2025. Our SEEK Business Enquiries index grew 11% for the calendar year, with enquiries more than doubling since 2019,” says Alex Gilchrist from SEEK Business.

As the market moves into the new financial year, the signal is clear: interest in business ownership remains strong.

## DEMAND IS SHIFTING TOWARDS LARGER BUSINESSES

One of the clearest signals emerging from the market is where that demand is concentrating.

“There’s clear stratification happening by business value, and it’s quite pronounced,” Gilchrist says.



**Businesses valued above \$3 million recorded the fastest enquiry growth in FY25...**



Higher-value businesses are seeing the strongest growth in enquiries. Businesses valued above \$3 million recorded the fastest enquiry growth in FY25, while those in the \$1 million–\$3 million range also saw enquiry growth above 20%.

## AT THE SAME TIME, THE COMPOSITION OF BUYERS IS EVOLVING.

“There’s also been a real evolution in the sophistication of deals coming through the platform. Corporate advisories and M&A firms are actively using our performance-enhanced campaigns for multi-million-dollar businesses, particularly in warehousing, manufacturing, transport and logistics, and premium assets like vineyards,” Gilchrist says.

“These are serious B2B acquisitions.”



ALEX GILCHRIST

The result is a buyer market that is becoming more sophisticated, with corporate and advisory-led buyers increasingly active alongside traditional owner-operators.

**SECTOR DEMAND REMAINS UNEVEN**

Demand growth is not evenly distributed across industries.

Health and medical businesses recorded the strongest growth in enquiries, increasing 42% year-on-year, supported by demographic demand. Other sectors showing strong growth include building and construction (28%), newsagency, lottery and post office (29%) and cleaning businesses (20%).

Hospitality categories continued to attract buyers, though growth moderated compared with previous years.

“The traditional hospitality sectors showed more modest but still positive growth: coffee, cafés and restaurants at 8% and takeaway and casual dining at 9%,” Gilchrist says.

Across the market, buyers are increasingly focusing on businesses with stable demand drivers and resilient operating models.

**DEMAND GROWTH HAS ALSO BEEN GEOGRAPHICALLY BROAD.**

Western Australia recorded the strongest enquiry growth nationally, while regional markets overall grew faster than metro areas. Regional enquiries increased 14% in 2025 compared with 10% growth across metro markets.

This reinforces that buyer demand is not limited to the major capital cities.

**WHAT THIS MEANS FOR BUYERS AND SELLERS**

Demand for businesses remains strong, but buyers are becoming more selective.

For sellers, that creates opportunity, particularly for businesses with clear financial performance, defensible demand drivers and scale.

For buyers, competition for high-quality opportunities remains real. Buyers who are funded, organised and ready to act are best positioned when the right business comes to market.

**What we’re seeing is that the businesses attracting the most attention have proven models and clear demand drivers. Quality is resonating in this market.**



**THE TAKEAWAY**

“What we’re seeing is that the businesses attracting the most attention have proven models and clear demand drivers. Quality is resonating in this market,” Gilchrist says.

In a market where demand continues to deepen, preparation and positioning remain the factors most likely to turn interest into successful transactions.

If you’re considering buying or selling in the year ahead, a confidential discussion with a LINK broker can help you understand buyer demand, likely value and how your opportunity will be received in the current market.

[seekbusiness.com.au](http://seekbusiness.com.au)

# Recently sold



**SOLD**

**Reliable Security Business - Australia**

**SYDNEY**

**\$4,500,000** NSW11780

Paul Helliwell 419 015 046



**SOLD**

**Premium Childcare Commercial Property**

**HUNTER**

**\$4,200,000** NSW11971

Sabrina Xia 434 462 388



**SOLD**

**Global Manufacturing Company**

**QUEENSLAND**

**\$2,500,000** SC00571

Wim Janssen 451 074 099



**SOLD**

**In-Home Aged Care Business \$795K Profit**

**SYDNEY**

**\$1,980,000** BR01905

Jason Litherland 426 263 918



**SOLD**

**Turnkey Medical Centre w/ Pathology & Specialists**

**DANDENONG**

**\$1,495,000** ME02675

Kristy Kolaitis 421 136 415



**SOLD**

**Award-Winning Café – Prime Gold Coast Location**

**GOLD COAST**

**\$950,000 + SAV** GC01038

Sonia Van Der Merwe 428 947 000



**SOLD**

**Established Landscape Supplies**

**BRISBANE REGION**

**\$900,000 Stock Incl.** BR01943

Dustin Slypen 425 121 788



**SOLD**

**TfNSW School Bus Business —Sapphire Coast Region**

**SAPPHIRE COAST**

**\$600,000** AW00011

Dallas Lodge 426 0382 118



**SOLD**

**Longstanding, Fully-Remote Creative & Web Agency**

**MELBOURNE**

**\$400,000** ME03383

Nadia Polzella 417 641 990



# Australia's business sales market is rewarding preparation.

At the other end, the tone is stronger. Mitch and Guy say they have seen “a noticeable pickup in enquiry and activity for larger businesses above the \$2 million mark”, with more experienced buyers driving more commercially focused discussions.

That divide is becoming more pronounced. Larger, well-prepared businesses are drawing increased attention because buyers can clearly assess earnings, risk and value. At the lower end, particularly in crowded sectors, buyers are active but more discerning.

## REGIONAL MARKETS REMAIN RESILIENT

A similar pattern is playing out across regional markets, where steady underlying demand continues to support activity. Dallas Lodge, Director of Albury Wodonga and North East Victoria and LINK Riverina Murray, says well-run regional businesses continue to attract strong enquiry.

“Buyers are active and inspections are happening, but people are taking a little more time completing financial checks and finance approvals compared with previous years,” Lodge said.

Lodge says that demand continues to be supported by diverse regional economies and sustained interest in business ownership outside capital cities. “That shift accelerated growth across regional economies and although it has slowed from the COVID period, the demand for regional business ownership remains

strong,” he said.

“On the Gold Coast, ongoing infrastructure investment and a strong development pipeline are supporting buyer confidence. As major projects recommence and the region continues to grow, well-positioned businesses are benefiting from that underlying demand,” add Guy and Mitch.

Across regional centres, a broad mix of industries continues to underpin business activity, reinforcing the depth and resilience of regional business markets.

## PREPARATION, PRICING, AND DISCIPLINE NOW DETERMINE SUCCESS IN A MORE SELECTIVE BUSINESS SALES MARKET

Pressure on wages, rent and operating costs has made the market more exacting. Buyers are testing earnings more carefully, asking harder questions and structuring deals with greater discipline. A strong business story still matters, but it must be backed by numbers that stand up and positioning that gives buyers confidence in the current market.

For sellers, stronger outcomes will come to those who enter the market well prepared, well advised and clear on price and positioning. For buyers, the advantage will sit with those who know what they want, ask the right questions and have the right support around them.

## A MARKET SPLIT BY SIZE, SECTOR AND PREPARATION

LINK Gold Coast and Northern Rivers Director Guy Cooper and Sales Manager Mitch Cooper describe conditions across the market as “competitive and selective rather than strong across the board”.

At the smaller end, particularly in hospitality below \$300,000, enquiry is inconsistent and highly price sensitive. “We are seeing more first-time and lifestyle buyers in this bracket, and they require more education and longer decision cycles,” say Guy and Mitch. “Inspections are happening, but movement to formal offers is slower and offers are generally more conservative and conditional than this time last year.”

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**FINANCE CONTINUES TO SHAPE DEAL STRUCTURE**

Finance remains a clear influence on how transactions progress, shaping how deals are negotiated and completed, rather than limiting activity. Mitch and Guy Cooper say the pressure is showing up in “more conservative offer levels”, “stronger and longer finance clauses” and “extended timeframes to reach unconditional”.

“Deals are still getting done, but they require stronger structure and tighter management than in prior years,” they said.

Dallas Lodge is seeing the same pattern. “Where finance is involved, lenders are understandably taking longer to assess applications,” he said. “That means buyers often require finance clauses or slightly longer timeframes.”

He also notes that structures such as deferred payments and vendor finance are now appearing more often in transactions from \$1 million upwards.

**VENDORS ADJUSTING TO A MORE DISCIPLINED MARKET**

Vendor expectations are adjusting, though often only after market feedback. In some sectors, pricing remains elevated despite strong competition. Mitch and Guy Cooper say, “It is common to see vendors initially list with cheaper upfront marketing or discounted commission models, then return months later after limited progress.”

As market feedback becomes clearer, flexibility is improving. Mitch and Guy say they are seeing more openness around price and structure, including longer settlements and occasional vendor finance.

**PREPARATION IS DRIVING OUTCOMES**

Preparation is separating strong campaigns from those that

stall. Mitch and Guy put it simply: “The main difference is realism and preparation.”

Businesses attracting strong interest present clear financials, a defined earnings profile and realistic pricing from the outset. Those that sit on the market tend to be overpriced, unclear in how profits are sustained, or competing in saturated segments without a clear point of difference.

Dallas Lodge says preparation begins well before a business goes to market. “At LINK we use proprietary valuation tools such as Valu.LINK, which analyse comparable business sales and market data,” he said. “That allows us to price businesses according to real transaction evidence rather than opinion.”

**OUTLOOK: ACTIVE, BUT SELECTIVE**

The market remains active, but outcomes are increasingly shaped early by preparation, pricing and how clearly a business stands up under scrutiny.

Buyers remain active and quality businesses continue to attract attention, but results are increasingly driven by clarity, credibility and structure.

As Dallas Lodge puts it, “Well-prepared businesses that seek professional assistance are continuing to change hands.”

This is a market where preparation and discipline are determining who transacts and who doesn’t.



**Guy Cooper**



**Mitch Cooper**



**Dallas Lodge**

# 6 reasons to sell with LINK



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