

UK Consumer Investor Map.

The most active backers of UK consumer brands Q4/26.

The 40 most active investors in UK consumer startups and scale-ups.

Some of these investors are European or global; every company they back here is a UK consumer business.

The last 12 months in UK consumer

Who was busiest. RedRice Ventures backs more UK consumer brands than anyone in this edition (10), and six of them raised in the last 12 months, among them Untamed Cat Food, Omni Pet and Mother Root. Atomico's consumer portfolio, including its Angel Programme, was next with five raises (Koru Kids, Reboxed, Zapp, Ruka Hair, Unfabled), then Felix Capital, Global Founders Capital and Ada Ventures with four each. Pembroke VCT, Octopus Ventures, JamJar, Five Seasons, Guinness, Venrex and FJ Labs each saw three.

The biggest rounds. Among the largest announced UK consumer raises were Poolhouse (£40m, digital games venues), KatKin (£37.4m equity and debt, cat food), Trip (\$40m, CBD drinks), Jab Boxing (£20m), Tilt (£19.4m, live shopping) and Forest (£17m equity, e-bikes). Reformed's \$22m Series A for functional coffee was among the biggest early rounds, and Rem3dy Health raised £14m at an £84m valuation.

The themes. Functional and better-for-you food and drink is the most crowded space (Reformed, Trip, Moth, All Things, Lucky Saint). Pets and personalised health keep attracting specialist money (Untamed, Omni Pet, Marleybones, KatKin; Rem3dy, Healf, Voy), and experiential leisure is having a moment (Poolhouse, Padel Social Club, Jab Boxing).

The US was the most common reason to raise: Trip, Moth and Reformed all cited American expansion.

Round sizes as announced, since 7 October 2025 (the same window as the table). KatKin's includes debt; other credit facilities, valuation-only news and non-consumer deals are left out.

Spotted something wrong? Email simon@suma.ventures and I'll fix it in the Q1 2027 edition.

SUMA SAYS

New raises and senior moves in UK consumer, every other Wednesday. Free at sumaventures.substack.com

HIRING SENIOR?

Suma Executive Search places CFOs, COOs, CMOs and other senior hires in venture-backed consumer companies. simon@suma.ventures

#	INVESTOR	TYPE	BRANDS BACKED	RAISED, LAST 12 MONTHS*	LATEST INVESTMENT	TOP CATEGORIES	PORTFOLIO BRANDS
1	RedRice Ventures	VC	10	6	Sep 2026	Pets, Drinks & alcohol, Other consumer	Spacegoods · Untamed Cat Food · Banquist · Skin Rocks · The Ocean Bottle · Hylo Athletics · Omni Pet · Life Supply Brands · Mother Root · Neutonic
2	Pembroke VCT	VCT / EIS	7	3	Oct 2026	Fashion & accessories, Beauty & personal care, Food & drink	Bella Freud · Hackney Gelato · Ro&zo · Troubadour · Natal Angels · Bloobloom · Lyma Laser
3	Atomico (incl. Angel Programme)	VC	7	5	Sep 2026	Marketplaces & e-commerce, Baby & kids, Consumer fintech	Koru Kids · Gaia Fertility · HomeCooks · Reboxed · Zapp · Ruka Hair · Unfabled
4	JamJar Investments	VC	6	3	Sep 2026	Food & drink, Beauty & personal care, Pets	TrueStart · Skin Rocks · Marleybones · Lucky Saint · tiney · Healf
5	Seedcamp	VC	6	1	Mar 2026	Consumer AI & apps, Consumer fintech, Pets	Spill · Gaia Fertility · Itch Petcare · Plant Meat · Respoke · Sweatcoin
6	Felix Capital	VC	5	4	Oct 2026	Health & wellness, Home & living, Consumer AI & apps	Voy · Lick · Papier · Medly AI · Pure Pet Food
7	Octopus Ventures	VCT / EIS	5	3	Oct 2026	Health & wellness, Marketplaces & e-commerce, Fashion & accessories	Olio · Hurr · Vira Health · Mojo Men · Voy
8	Global Founders Capital (Rocket Internet)	VC	4	4	Sep 2026	Baby & kids, Marketplaces & e-commerce	Yoto · Koru Kids · Selina Finance · Zapp
9	Five Seasons Ventures	VC	4	3	Sep 2026	Food & drink, Pets, Home & living	Untamed Cat Food · Spacegoods · Tallow & ASH · Dame Dash Brands
10	Guinness Ventures	VCT / EIS	4	3	Jul 2026	Baby & kids, Marketplaces & e-commerce, Beauty & personal care	Lune and Wild · Soanua · Fussy · Baby Mori
11	Perfect Redd	Angel vehicle	4	2	Jul 2026	Food & drink	Holy Moly · Jelly Drops · Tiba Tempeh · Lean Kitchen
12	Ada Ventures	VC	4	4	Jun 2026	Consumer AI & apps, Beauty & personal care, Marketplaces & e-commerce	Spill · Medly AI · Ruka Hair · Thelittleloop
13	Beringea	VCT / EIS	4	2	May 2026	Food & drink, Drinks & alcohol, Health & wellness	Dame Dash Brands · Papier · Lucky Saint · Mojo Men
14	ITV AdVentures	Corporate VC	4	1	Feb 2026	Fashion & accessories, Pets, Food & drink	Respoke · Pitpatpet · Plant Meat · Trip

* Portfolio companies that filed a share allotment (SH01) at Companies House since 7 October 2025.

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15	FJ Labs	VC	3	3	Oct 2026	Health & wellness, Marketplaces & e-commerce, Other consumer	Voy · Bridebook · Vinted
16	UK Angel Co-Fund	Public / government	3	2	Sep 2026	Marketplaces & e-commerce, Food & drink, Fashion & accessories	Reboxed · Something & Nothing · Respoke
17	Venrex	VC	3	3	Sep 2026	Marketplaces & e-commerce, Health & wellness, Food & drink	Soanua · Hertility · Something & Nothing
18	Goodwater Capital	VC	3	1	Sep 2026	Marketplaces & e-commerce, Fitness & sport	Sweatcoin · Myjam Marketplace · Zapp
19	Accel	VC	3	2	Sep 2026	Marketplaces & e-commerce, Pets	Olio · Vinted · Itch Petcare
20	Mercia (Northern VCTs)	VCT / EIS	3	2	Jul 2026	Pets, Fashion & accessories, Food & drink	Pure Pet Food · Duke & Dexter · Oddbox
21	Piper Investment	VC	3	1	Mar 2026	Food & drink	Borough Broth · Rabbie's · Wild Nutrition
22	Kindred Capital	VC	3	1	Jan 2026	Health & wellness, Consumer fintech	Nomio · Gaia Fertility · Mojo Men
23	Vorwerk Ventures	Corporate VC	2	2	Oct 2026	Marketplaces & e-commerce, Health & wellness	Zapp · Voy
24	Ole Ventures	VC	2	2	Sep 2026	Pets, Home & living	Untamed Cat Food · Bower Collective
25	Balderton Capital	VC	2	1	Sep 2026	Marketplaces & e-commerce	Smol · Zapp
26	TriplePoint Capital	Venture debt	2	2	Sep 2026	Marketplaces & e-commerce	Zapp · Fitxr
27	Synergetic SRL	VC	2	2	Sep 2026	Home & living, Pets	Tallow & ASH · Untamed Cat Food
28	Eka Ventures	VC	2	2	Sep 2026	Consumer AI & apps, Fashion & accessories	Medly AI · Hylo Athletics
29	Founders Capital Syndicate	VC	2	2	Sep 2026	Consumer AI & apps, Food & drink	Hey Savi · Take Stock Foods
30	Future Fund (British Business Bank)	Public / government	2	1	Aug 2026	Food & drink	Solo Coffee · Pollen + Grace

Vinted is headquartered in Lithuania; the holdings shown are in its UK company.

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31	MPL Ventures	VC	2	2	Aug 2026	Baby & kids, Other consumer	Bridebook · Yoto
32	Lever VC	VC	2	1	Aug 2026	Pets, Food & drink	Omni Pet · Plant Meat
33	Morgan Stanley Venture Investments	Corporate VC	2	2	Aug 2026	Health & wellness, Fashion & accessories	Unfabled · Cult Mia
34	4 Ventures	Corporate VC	2	1	Jul 2026	Consumer fintech	Sprive · Trip
35	Backed VC	VC	2	1	Jun 2026	Beauty & personal care, Food & drink	Ruka Hair · Plant Meat
36	Tiny	VC	2	2	Jun 2026	Home & living, Beauty & personal care	Lick · Ruka Hair
37	QVentures (Quintessentially Ventures)	Angel network / investment club	2	1	Apr 2026	Marketplaces & e-commerce, Drinks & alcohol	TheCode (ex-Love the Sales) · Beer52
38	LocalGlobe	VC	2	1	Mar 2026	Health & wellness	Vira Health · Hertility
39	OMERS Ventures	VC	2	1	Jan 2026	Home & living, Health & wellness	Lick · Helloself
40	Nesta	Impact investor	2	1	Dec 2025	Health & wellness (assistive tech), Baby & kids	Wewalk · Koru Kids

QVentures agreed in September 2026 to be acquired by Ascension.

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