

# Landscape of Celebrity-backed Brands 2024

Since 2001:

\$2.7B+  
total capital raised (CAD)

362+  
global investors

221+  
deals

58+  
cities

Created by

WITTINGTON  
VENTURES

Venture capital fund investing  
in the future of commerce,  
healthcare, and food.

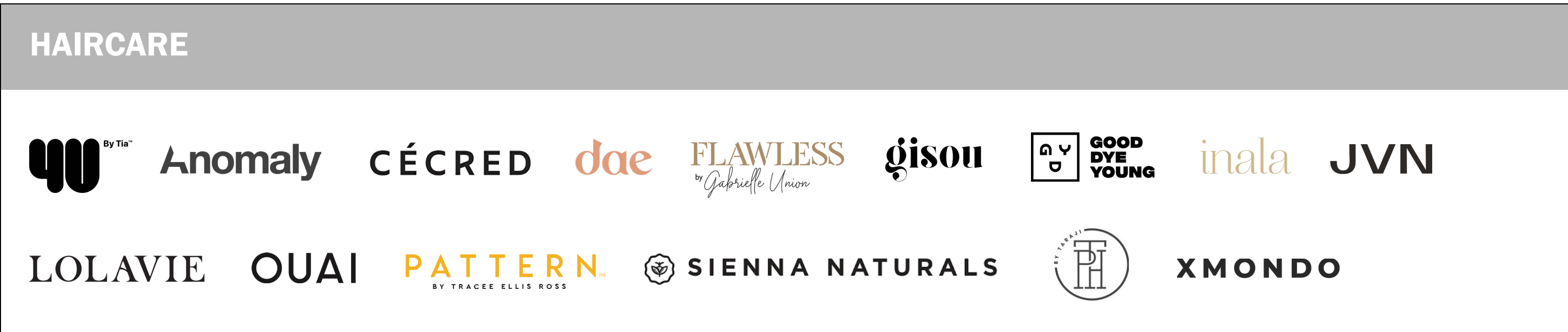
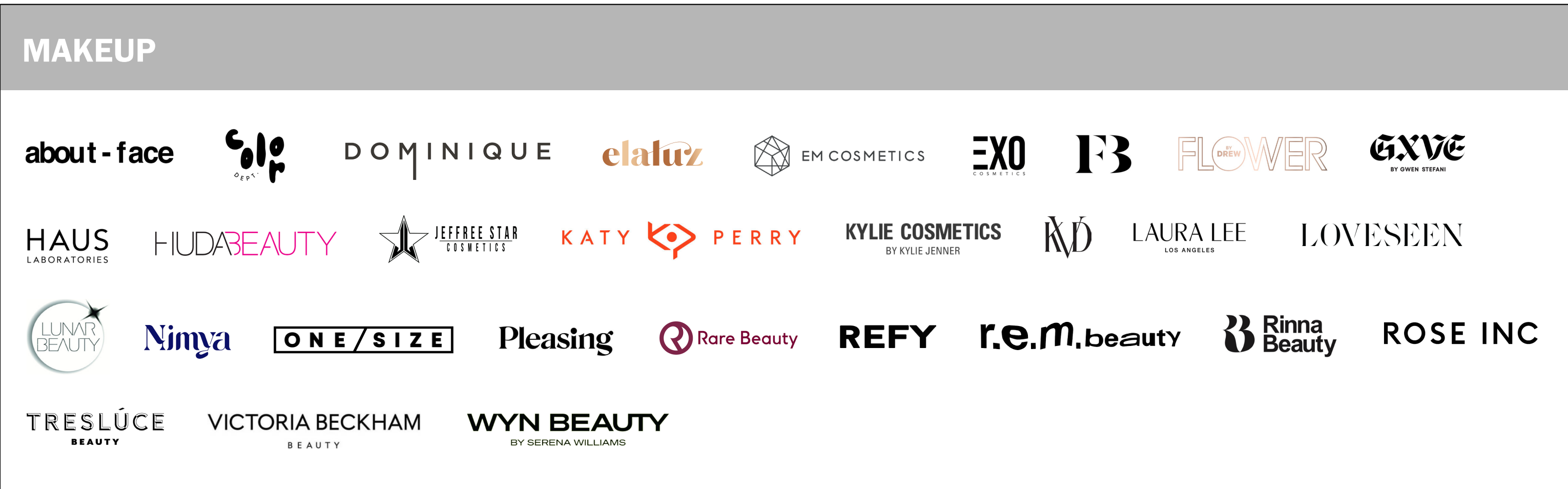
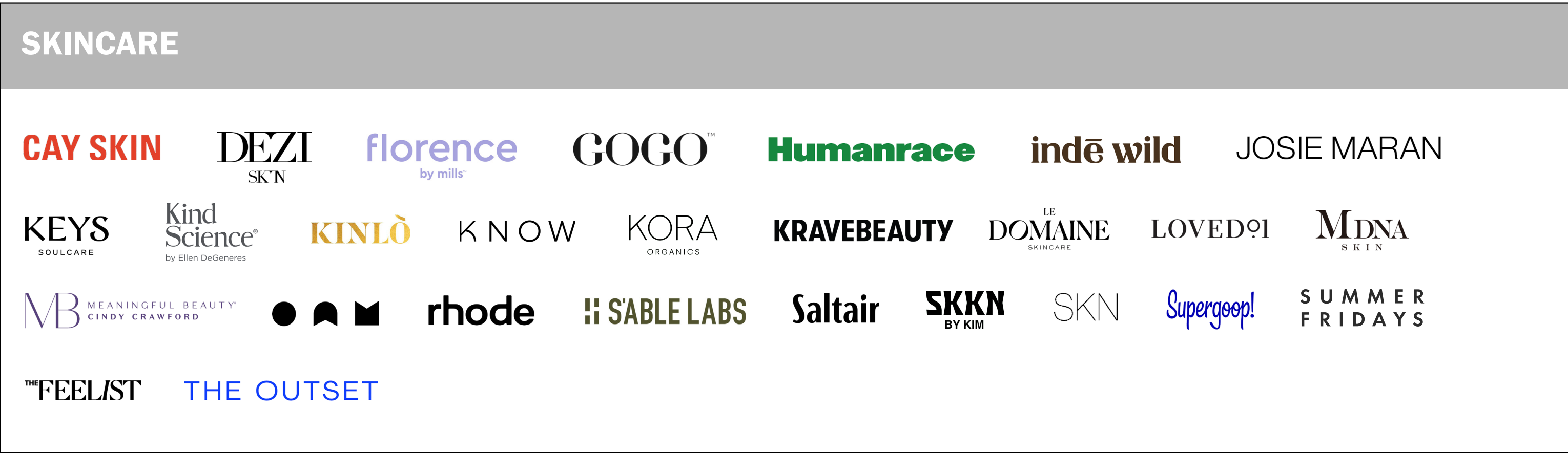
wittingtonventures.com



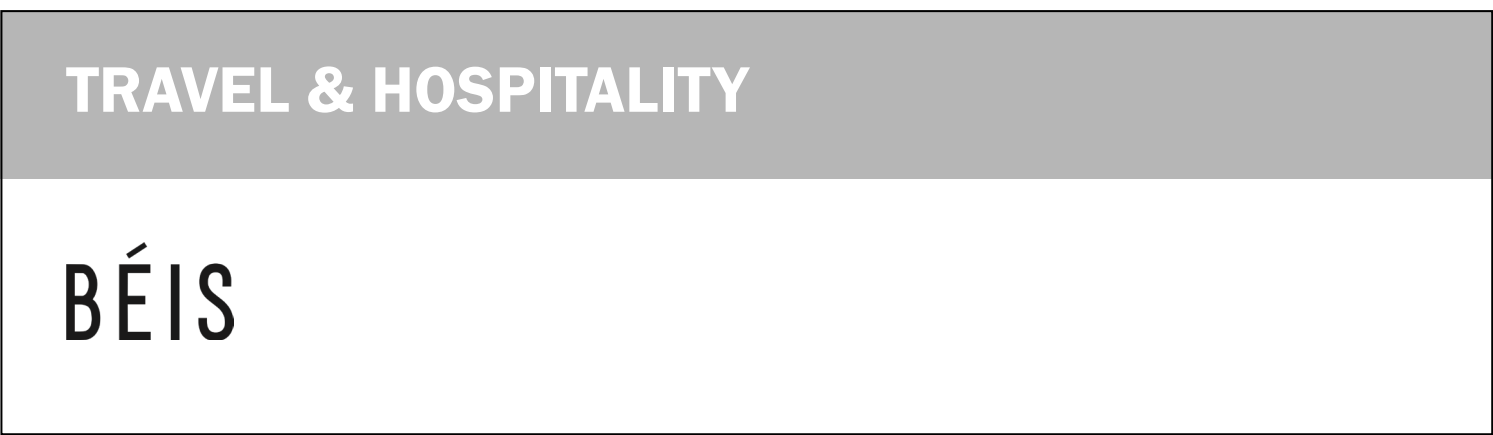
Publication about the future of  
commerce.  
fireant.co

@qasimamohammad Copyright: Qasim Mohammad

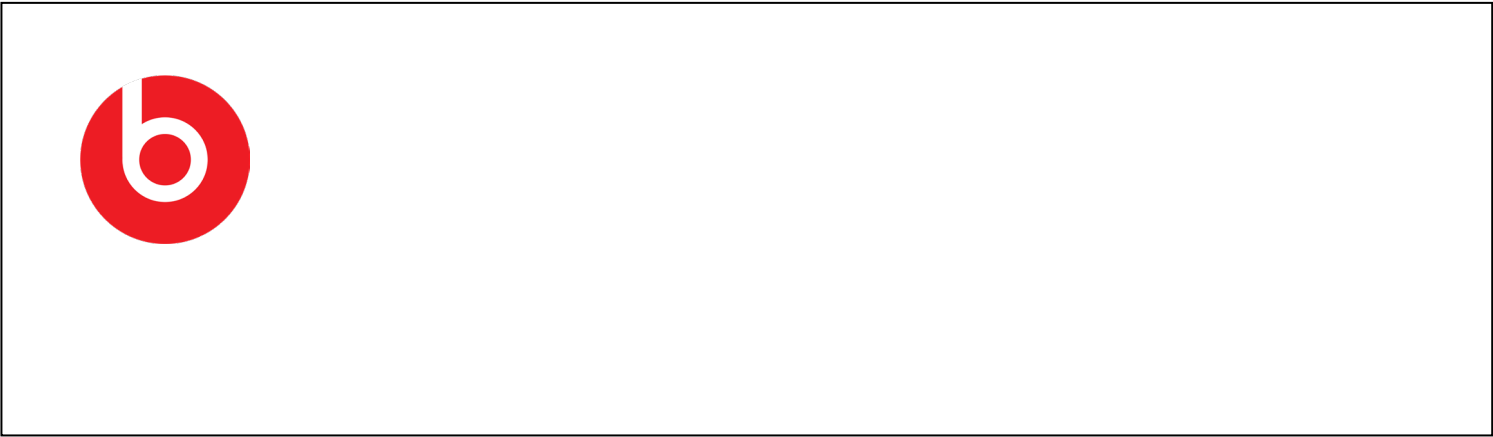
## Beauty & Cosmetics



## Home & Travel

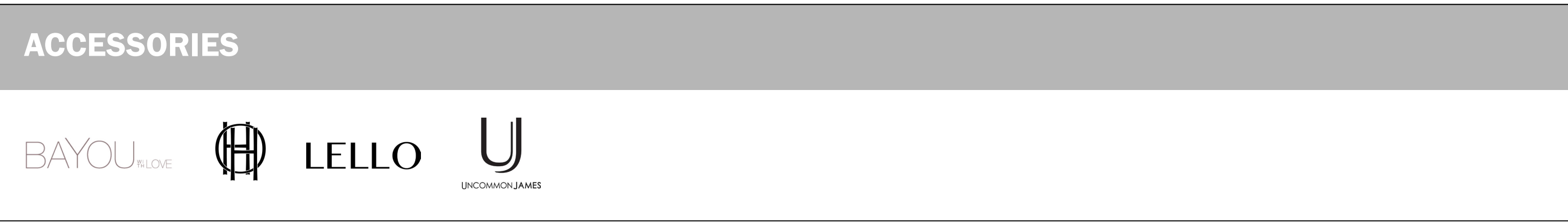


## Technology



Statistics reflect data from private company databases and primary research.  
1. Map as of July 2024 and is meant to be representative, not exhaustive.  
2. Companies can belong to multiple categories concurrently.  
3. All logos are property of respective owners.

## Fashion & Apparel



## Health & Wellness



## Alcohol & Alternatives



## Select Founder-Led Brands

