# London’s IPO revival gains momentum with debut of beauty tech and major industry players



When the LED facial care brand Beauty Tech debuted on the London Stock Exchange last week, it marked more than just the arrival of a new company; it symbolised a renewed vibrancy in the UK’s IPO market. Beauty Tech, specialises in LED face masks and other high-tech skincare devices, achieved a market valuation of around £300 million at its floatation. Its shares opened approximately 5.2% above the initial public offer (IPO) price of 271p, closing the first day at 276p, reflecting early investor confidence. The Cheshire-based company has demonstrated strong sales momentum, with a 27% increase in the first half of the year and underlying earnings of £22.9 million. The firm's CEO, Laurence Newman, highlighted its appeal to younger consumers aiming to stave off ageing, as well as older users accustomed to integrating technology into their skincare routines. Beauty Tech’s success is a beacon for the broader beauty tech sector, despite competition from major players like L’Oréal signalling growing industry interest.

This IPO joins a burgeoning wave of new listings that are injecting fresh stories into the market—an encouraging sign after a rather subdued period for London listings in 2025. Industry data compiled by AJ Bell suggests that investors who got behind the 12 new listings prior to Beauty Tech averaged a gain of 10.9%, though performance remains mixed, with firms like Medpal AI surging 35%, while defence consultant RC Fornax saw a significant 66% drop. The renewed IPO activity is not only about promising tech but also established businesses seeking growth capital and market presence.

Among notable upcoming London listings are Princes Group, a Liverpool-based staple in British homes known for brands like Princes Tuna, Branston Pickle, Napolina, and Naked Noodle. The food and beverage company, which was acquired by Italy’s NewPrinces S.p.A earlier this year, announced plans for an IPO aimed at raising funds for expansion rather than selling existing shares. Princes reported pro forma revenues of £2.1 billion for 2024, and despite the inflationary pressures consumers face, the company maintains confidence in its broad product spread insulating it from significant consumer downtrading. Princes plans to facilitate participation by retail investors through RetailBook, ensuring small investors can access shares on terms comparable to institutional buyers. This IPO is expected to value Princes Group at around £1.5 billion and positions it as a relatively stable, cash-generative prospect in an uncertain economic climate.

Another significant entrant set to return the market to life is Shawbrook, a specialist UK bank currently owned by private equity firms BC Partners and Pollen Street Capital. Shawbrook is poised to stage its London IPO at an estimated valuation of up to £2 billion, marking a return to public status after it went private in 2017. The bank focuses on niche markets such as business lending, complex mortgages, and financing for self-employed individuals and landlords—domains often overlooked by larger banks. Recently, Shawbrook expanded its footprint by acquiring ThinCats, a lender specialising in small business finance, with ambitious plans to boost its lending book to £30 billion by 2030 from £17 billion today. The bank aims to appeal to both retail and institutional investors, targeting a free float of at least 10% and inclusion in FTSE indices. While Shawbrook boasts robust cash generation and a commitment to shareholder returns, it faces risks including ongoing regulatory scrutiny related to a past car finance compensation case and potential credit impacts from economic downturns. Nevertheless, its resilience through Brexit and Covid-19 suggests a solid operational foundation.

Collectively, these IPOs signify more than just individual corporate milestones—they signal a possible turning point for London’s market, which has seen a dearth of listings in recent years. The late-2025 flurry of floats, which also includes buoyant names like data centre firm Fermi and travel group LoveHolidays, points to revitalised investor appetite and corporate confidence. This renewed dynamism has the potential to make London a more attractive venue for companies looking to raise capital and for investors hunting for diversified growth opportunities, spanning high-growth tech innovators, established consumer brands, and specialist financial institutions.

The influx of such varied prospects—from innovative beauty technology to traditional household staples and niche banking—reflects the evolving UK market landscape. For investors, these IPOs offer a blend of growth potential and stability, catering to different risk appetites amid economic uncertainties. While the initial returns have been promising, prospective investors are advised to weigh the market conditions, competitive pressures exemplified by industry giants, and regulatory environments shaping these sectors.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/money/investing/article-15183035/MIDAS-SHARE-TIPS-bite-three-firms-floating-shares-stock-market.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.investing.com/news/stock-market-news/beauty-tech-group-jumps-5-on-london-market-debut-4269905)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/money/investing/article-15183035/MIDAS-SHARE-TIPS-bite-three-firms-floating-shares-stock-market.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.reuters.com/business/finance/could-londons-late-ipo-flurry-mark-turning-point-2025-10-03/)
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* Paragraph 5 – [[5]](https://www.reuters.com/business/finance/could-londons-late-ipo-flurry-mark-turning-point-2025-10-03/), [[1]](https://www.dailymail.co.uk/money/investing/article-15183035/MIDAS-SHARE-TIPS-bite-three-firms-floating-shares-stock-market.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)

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## Bibliography

1. <https://www.dailymail.co.uk/money/investing/article-15183035/MIDAS-SHARE-TIPS-bite-three-firms-floating-shares-stock-market.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.reuters.com/business/finance/shawbrook-plans-london-ipo-2025-10-06/> - British bank Shawbrook has announced plans for an initial public offering (IPO) in London, aiming to enhance its market profile and fund growth initiatives. The IPO could value Shawbrook at up to £2 billion, marking a return to public markets since its 2017 acquisition. The bank intends to sell shares to both retail and institutional investors, with a minimum free float of 10%, targeting inclusion in London's FTSE indices. ([reuters.com](https://www.reuters.com/business/finance/shawbrook-plans-london-ipo-2025-10-06/?utm_source=openai))
3. <https://www.reuters.com/world/uk/food-group-princes-group-eyes-london-ipo-2025-10-03/> - Princes Group, a major British food and beverage company known for brands like Princes Tuna, Branston Pickle, Napolina Pasta, and Naked Noodle, is considering an initial public offering (IPO) on the London Stock Exchange. The Liverpool-based company, which reported £2.1 billion in pro forma revenues for 2024, was acquired by Italy's NewPrinces S.p.A in July 2024. The IPO would involve raising new capital to support growth, rather than selling existing shares. ([reuters.com](https://www.reuters.com/world/uk/food-group-princes-group-eyes-london-ipo-2025-10-03/?utm_source=openai))
4. <https://www.investing.com/news/stock-market-news/beauty-tech-group-jumps-5-on-london-market-debut-4269905> - Shares of British company Beauty Tech Group opened higher on their London debut, trading at 287.40 pence—about 5.2% above the IPO price of 271 pence that valued the business at around £300 million. Based in Cheshire, Beauty Tech develops and sells at-home beauty devices that use technologies such as LED lights and lasers. The IPO included 10.7 million new shares expected to raise £29 million, alongside 28.6 million shares sold by existing shareholders. ([investing.com](https://www.investing.com/news/stock-market-news/beauty-tech-group-jumps-5-on-london-market-debut-4269905?utm_source=openai))
5. <https://www.reuters.com/business/finance/could-londons-late-ipo-flurry-mark-turning-point-2025-10-03/> - In a surprising late-year surge, several IPOs on the London Stock Exchange have sparked optimism for a potential revival in listings after a sluggish 2025. Recent activity—including the debut of Beauty Tech Group with a £300 million valuation, upcoming plans by Princes Group, and anticipated listings from Shawbrook and data center firm Fermi—suggests a shift in momentum. This resurgence may signal a broader market recovery, with renewed investor interest and more companies considering public offerings. ([reuters.com](https://www.reuters.com/business/finance/could-londons-late-ipo-flurry-mark-turning-point-2025-10-03/?utm_source=openai))
6. <https://www.reuters.com/business/finance/shawbrook-considers-london-ipo-filing-coming-days-sources-say-2025-10-02/> - British bank Shawbrook is considering filing for an initial public offering (IPO) in London in the coming days, according to sources familiar with the matter. Owned by private equity firms BC Partners and Pollen Street, the lender is reviving its IPO plans after postponing them earlier this year due to market volatility. While a final decision has not been made, one source estimates that the IPO could value Shawbrook at up to £2 billion. ([reuters.com](https://www.reuters.com/business/finance/shawbrook-considers-london-ipo-filing-coming-days-sources-say-2025-10-02/?utm_source=openai))
7. <https://www.reuters.com/business/finance/shawbrook-aims-to-kickstart-london-ipo-market-with-1632bn-float-13283487> - Shawbrook, a mid-tier lender, is drawing up plans to kickstart London's moribund listings arena with a stock market flotation, valuing it at more than £2 billion. The owners, BC Partners and Pollen Street Capital, are close to appointing Goldman Sachs to oversee a potential initial public offering. Shawbrook's shareholders are keen to take the company public during the first half of this year. ([news.sky.com](https://news.sky.com/story/shawbrook-aims-to-kickstart-london-ipo-market-with-1632bn-float-13283487?utm_source=openai))