

Mitch Gould, Nutritional Products International Celebrate Amazon's Return to Double-Digit Revenue Growth

Amazon's Growth Increase Benefiting Existing and New NPI Clients

BOCA RATON, FL, UNITED STATES, August 9, 2023 /EINPresswire.com/ -- Amazon's [recent report](#) showing a return to double-digit revenue growth has ignited excitement across the e-commerce landscape, especially for companies like Nutritional Products International (NPI) and its founder, Mitch Gould.



As a leading retail distribution company specializing in dietary supplements, functional beverages, and skincare products, NPI has been an instrumental player in Amazon's success in the health and wellness category.

Amazon's remarkable performance in the fourth quarter of 2020 has set new records for the company, posting its biggest earnings beat in recent times. After facing single-digit growth for five of the past six quarters, the e-commerce giant's return to double-digit growth is a testament to its enduring strength and adaptability in the ever-evolving retail landscape.

Over the past year, Amazon's advertising business has been flourishing. For Mitch Gould, NPI has played a significant role in the development of the sports nutrition and health and wellness category on the platform. "I am proud to say we were part of Amazon's history," stated Gould. "When Amazon created its health and wellness category, I helped develop it by signing up major brands to place their products onto the new virtual shelves."

Gould's foresight and understanding of the e-commerce wave enabled NPI to be at the forefront of Amazon's expansion beyond books and electronics. "It was an exciting time in retail history," Gould reminisced. "It was the beginning of online sales growth, and we were a part of it."

At NPI, Gould and his dedicated team have been instrumental in creating a pathway for domestic

and international health and wellness brands to enter the U.S. market. One of the key contributions is the "Evolution of Distribution" platform, a game-changing approach that streamlines product launches for manufacturers. In the past, product manufacturers often faced challenges dealing with multiple vendors when introducing new products to the American consumer, particularly if they were overseas companies. The "Evolution of Distribution" platform has revolutionized this process, providing sales, marketing, and product distribution expertise necessary for success in the United States.

As Amazon continues to grow and thrive, Mitch Gould and NPI are excited to leverage this momentum to benefit their existing and new clients. With NPI's proven expertise and Amazon's expanded reach and customer base, the stage is set for exceptional growth and success in the health and wellness market.

For more information, please visit www.nutricompany.com.

MORE ON NUTRITIONAL PRODUCTS INTERNATIONAL AND ITS FOUNDER

NPI is a privately held company specializing in the retail distribution of nutraceuticals, dietary supplements, functional beverages, and skin-care products. NPI offers a unique, proven approach for product manufacturers worldwide seeking to launch or expand their products' distribution in the U.S. retail market.

Gould, known as a global marketing guru, also has represented icons from the sports and entertainment worlds.

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