

# Mitch Gould of NPI: Strong Retail Sales Amid Stubborn Inflation Signify Consumer Confidence

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EINPresswire.com/ -- Amid the current economic landscape, recent [government data](#) showcases a promising trend: resilient consumer spending, even in the face of persistent inflation. This trend not only highlights a robust quarter on the horizon for the retail sector but also underscores the potential growth.



Mitch Gould, Founder and CEO of NPI

In this constantly evolving marketplace, more than 30,000 new products seek to capture the attention of the U.S. consumer annually. Yet, not every product enjoys a smooth entrance into the market. That's where Mitch Gould steps in and offers a turnkey approach.

"I've been privileged to witness countless product launches throughout my three-and-a-half-decade career," remarked Mitch Gould, the strategic force behind Nutritional Products International (NPI), a renowned global brand management enterprise located in Boca Raton, FL. "Numerous products originate from budding startups, often lacking the requisite sales and marketing prowess essential for successful market introductions."

"The challenge amplifies for international firms, especially those without established operations in the U.S.," Gould pointed out. This complexity inspired Gould to conceptualize the 'Evolution of Distribution' strategy—a comprehensive system offering every professional service indispensable for a successful product launch.

Positioning itself as the de facto U.S. headquarters for international entities, NPI offers end-to-end solutions, from sales and marketing to operations, ensuring every potential hurdle is addressed. Gould elaborates, "We're integrated with InHealth Media, our sister concern, ensuring a synchronized approach at every step of the product introduction process."

"NPI and IHM shoulder the intricate responsibilities, freeing product manufacturers to focus on

their strength—innovative product development," Gould emphasized.

Benefiting from NPI's extensive connections, clients can anticipate their products gaining traction with top-tier retailers, including Amazon and Walmart.com. Collaborative endeavors with both large and boutique retail chains are facilitated throughout the year, while IHM expertly navigates marketing nuances—encompassing strategic PR, dynamic social media campaigns, and impactful TV promotions.

"We are more than a service provider; we're partners to product manufacturers, guiding them every step of the way in acquainting American consumers with their offerings," Gould said.

For an in-depth look at how NPI can revolutionize your product launch, visit [nutricompany.com](https://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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