

# Nutritional Products International: U.S. Ecommerce Statistics for 2024 Forecasts & Trends

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/EINPresswire.com/ -- Nutritional Products International (NPI) [shares](#) the latest forecasts and trends in the U.S. e-commerce industry for 2024. The e-commerce sector in the United States is set to experience significant revenue growth, highlighting specific sectors that have witnessed expansion and an upsurge in online consumer engagement.



## Key US E-commerce Statistics & Trends for 2024

**E-commerce Revenue Growth:** The U.S. e-commerce industry is poised for substantial revenue growth in 2024. This surge is attributed to increased online shopping and sectoral expansion, with both traditional and new retailers gaining ground in the competitive market.

**Market Shares of Top E-commerce Companies:** Amazon continues to dominate the U.S. e-commerce market, but changing dynamics indicate a shifting landscape. Other companies are making significant strides, capturing larger market shares and contributing to a more diverse and competitive environment.

**Sectoral Growth:** Various e-commerce sectors, including consumer electronics, fashion, and health and wellness, are witnessing notable growth. The rise of niche markets and specialized online retailers is reshaping the industry, offering consumers more choices and tailored shopping experiences.

**Changes in Online Sales of Consumer Products:** Consumer preferences and social trends are influencing online sales. Health and wellness products, in particular, are seeing increased demand as consumers prioritize their well-being. This shift reflects broader societal trends towards healthier lifestyles.

Consumer Interactions with E-commerce: Consumer behavior is evolving, with significant insights into device use, gender differences in shopping behaviors, and the growing importance of online reviews. Mobile shopping continues to rise, and personalized shopping experiences are becoming crucial for retailers.

#### Nutritional Products International's Role

Nutritional Products International's mission is to assist domestic and international product manufacturers in navigating the complexities of the U.S. market. With over two decades of success, NPI provides the sales, marketing, and product distribution services necessary for brands to thrive in the world's largest retail market.

#### Proven Track Record

NPI prides itself on a proven track record, consistently exceeding clients' expectations. As a leading sales and management company, NPI has established intimate and unique relationships with key buyers across the United States. These connections offer brands a point of entry into some of the largest retail accounts in the country.

When Amazon ventured into new product categories, they turned to Gould and NPI for [assistance](#) with their expansion efforts. Gould's expertise and extensive network in the retail world proved invaluable to Amazon as they diversified their offerings. Sensing this momentous opportunity, Gould harnessed his vast industry insights and connections to ensure renowned brands found their rightful place on Amazon's platform.

Gould's impressive network within the sports nutrition, health, and wellness sectors made for an unmatched force set to facilitate the addition of renowned brands to Amazon's platform.

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#### Focus on Business Growth

NPI is committed to providing consistent business growth for its clients, with an emphasis on

enhancing bottom-line performance. NPI achieves this through advanced analytics, strategic planning, and networks of power brokers across every major retail channel. NPI's expertise and infrastructure enable the delivery of tailored solutions that drive success in the dynamic U.S. e-commerce landscape.

For more information, visit [www.nutricompany.com](http://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 such as Steven Seagal, Hulk Hogan, Ronnie Coleman, Roberto Clemente Jr., Chuck Liddell, and Wayne Gretzky.

Kayla Zadel  
InHealth Media  
+1 561-544-0719  
[email us here](#)

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