

Mitch Gould and Nutritional Products International Address the Expanding Health Store Market in the U.S. (2014-2029)

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EINPresswire.com/ -- The health store industry in the United States has experienced significant growth over the past decade, fueled by rising incomes and an increased focus on wellness. Mitch Gould, CEO and founder of Nutritional Products International (NPI), recognizes these trends as pivotal opportunities for brands seeking to enter and thrive in this expanding market.



According to the newly released [Health Stores in the US Market Research Report \(2014-2029\)](#), the industry is poised to reach an estimated \$47.4 billion in revenue by 2024, reflecting a compound annual growth rate (CAGR) of 4.9%. Despite mounting competition from alternative retailers such as beauty stores and big-box chains, health stores have maintained steady revenue growth as consumers continue to prioritize active, healthy lifestyles.

Gould, who has pioneered the “Evolution of Distribution” strategy, emphasized the importance of adapting to these trends. “Consumers are increasingly incorporating health products like vitamins and supplements into their daily lives. The challenge for health stores and brands alike is to navigate the intensified competition from pharmacies, beauty retailers, and major retailers like Walmart and Target, which are now expanding their wellness offerings,” said Gould.

Pandemic and Social Media: Driving Factors in Consumer Behavior

The report highlights how the COVID-19 pandemic and the rise of social media have significantly impacted the health store landscape. During the pandemic, health concerns drove a surge in demand for vitamins and supplements, with consumers seeking products to support immune health, sleep, and mindfulness. While demand has steadied in the post-pandemic environment, social media continues to play a critical role in shaping purchasing decisions.

“Consumers today are more informed than ever, often discovering new products through social media platforms,” Gould explained. “At NPI, we help emerging brands position themselves effectively within this digital ecosystem, ensuring they reach the right audiences.”

Regional and Competitive Insights

The report also reveals that health store distribution closely follows U.S. population trends, with the largest markets in the Southeast and West. Leading retailers like GNC and The Vitamin Shoppe dominate the market, creating both opportunities and challenges for emerging brands. Gould's Nutritional Products International offers a strategic advantage by helping health and wellness companies navigate these complexities and enter the U.S. market successfully.

“Our team at NPI understands the competitive landscape and the value of partnerships,” said Gould. “We work with international and domestic brands to bring their products to the forefront of this lucrative market, leveraging our deep industry knowledge and retail relationships.”

For more information about Nutritional Products International and how they can help your brand succeed, 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 such as Steven Seagal, Hulk Hogan, Ronnie Coleman, Roberto Clemente Jr., Chuck Liddell, and Wayne Gretzky.

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