

NPI's Mitch Gould: Online Sales for Health-Related Products Increase Due to Coronavirus

Amazon to Hire 100,000 Workers to Help With Online Sales Increase



Boca Raton, Mar 19, 2020 (Issuewire.com) - Online sales for [health-related products](#) continue to spike during the Coronavirus outbreak.

[Mitch Gould](#), CEO, and founder of Nutritional Products International said recent sales reports show American consumers are spending a lot more money online for health products than they did previously.

“Sales online have increased 52 percent compared to a year ago,” Gould said. “More people are buying products online now – an almost 10 percent increase.”

Gould said [vitamin sales](#) during Feb. 22-29 increased almost 50 percent from a week earlier.

“We are moving forward, reaching out to retail buyers to get our clients additional online outlets,” Gould said. “For health and wellness products, it is a good time to market products, such as [dietary supplements](#). People are stocking up on their vitamins and supplements. The sales numbers show they are turning to online sources because they don’t want to go outside, or their local stores are out of stock.”

Amazon just announced it would hire an additional 100,000 workers to help process online sales.

Gould founded Nutritional Products International to help international and domestic health and wellness companies break into the U.S. market, or expand their distribution network.

Gould developed his “Evolution of Distribution” retail model to give manufacturers a one-stop hub for all their needs.

“NPI helps them with U.S. Customs, FDA compliance, retail buyers, and promotion,” Gould said, adding that the “Evolution of Distribution” paradigm has helped many companies succeed in the American market.”

Gould said it is important for companies to continue marketing their brands during the health crisis. “People are staying home, shopping online, and trying to make sure they stay as healthy as possible, which is why they are continuing to buy their dietary supplements.”

For more information about NPI, call 561-544-0719 or visit nutricompany.com.

MORE ON NPI AND ITS FOUNDER

NPI is a privately-held company that specializes 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 the distribution of their products in the U.S. retail market.

Mitch Gould, the founder of NPI, is a third-generation retail distribution and manufacturing professional. Gould, known as a global marketing guru, 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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