

Healthy Height builds e-commerce presence in China

09 March 2021 | News

Nutritional Growth Solutions, Ltd. (NGS), a public company traded in the Australian Stock Exchange, is expanding international activities for its Healthy Height protein shake in China. Healthy Height has been clinically shown to improve children's height. This step forward is followed by substantial growth in sales- 58%- in 2020.



Healthy Height's new flagship store on Tmall Global gives Chinese consumers access to clinically tested protein shakes for children

Nutritional Growth Solutions, Ltd. (NGS), a public company traded in the Australian Stock Exchange, is expanding international activities for its Healthy Height protein shake in China. Healthy Height has been clinically shown to improve children's height. This step forward is followed by substantial growth in sales- 58%- in 2020.

This result was driven by a sharp jump in online sales of Healthy Height in the US via Amazon and Shopify. NGS has signed an agreement with leading child celebrity and social media influencer Gavin Thomas to promote its brand in China.

The goal is to drive traffic to NGS's e-commerce flagship store on Tmall Global. Tmall Global is Alibaba's b2C cross-border marketplace for international brands and retailers to sell directly to more than half a billion consumers on Alibaba's platform in China.

Healthy Height's new flagship store on Tmall Global gives Chinese consumers access to clinically tested protein shakes for children, reflecting increasing demand for high-quality, international nutrition brands in China.

Healthy Height was developed and tested by pediatricians to give a holistic solution to nourish growing children primarily in the 3 to 9-years age group, including those children who lack nutrition due to health issues that can impair eating. Healthy Height contains 12g whey protein per serving, with high-quality ingredients, and without corn syrup or other additives. It is gluten-free, soy-free, no GMO, and includes 350mg of the vital amino acid arginine per serving. It also is low in sugar and sodium.

