

NuBest Nutrition expands to South Korea

15 April 2024 | News

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NuBest Nutrition announces its global expansion into South Korea through a strategic partnership with Coupang Co., Ltd., the country's largest online retailer. This milestone marks the introduction of NuBest supplements to the most vibrant market in East Asia, offering a range of products tailored to meet the nutritional needs of children and adults alike.

Korean health-conscious consumers have shown a positive reception towards their best-selling products like NuBest Tall 10+ solely through word-of-mouth. "This enthusiastic response further fuels our excitement to partner with Coupang to leverage their logistics capabilities and expand access to millions more customers in South Korea", expressed Anna Wilson, co-founder of NuBest Nutrition.

NuBest Tall Protein is meticulously crafted to support children's growth and development. Packed with over 30 essential nutrients, including essential amino acids, probiotics, vitamins, and minerals, this protein powder is designed to optimise height growth and overall well-being in children and teens. Available in whey-based (chocolate flavour) and vegan (vanilla flavour) formulations, parents can choose the variant that aligns with their kid's dietary preferences and requirements.

NuBest introduces a collection of Adult Health and Beauty products tailored to meet the diverse needs of consumers. Typically, LiverTox and NuBest White, each product exemplify NuBest's unwavering commitment to holistic wellness across all age groups.

A key highlight of this partnership is the implementation of Coupang's Rocket Delivery system, enabling South Korean consumers to receive imported NuBest supplements within 3 days, as well as NuBest's dedication to meeting the diverse needs of consumers in the South Korean market, solidifying its reputation as a leading name in the dietary supplement industry.