

GNC

Live Well

GENERAL NUTRITION CENT





CONTENTS

01

02

PEST

03

04

05

06 SWOT

01

BRAND OVE



GNC
(General Nutrition
Centers)



1935 .

David Shakarian



50+





General Nutrition Centers



General ()



Nutrition ()



Centers () GNC

Live Well

✦ Live Well ()	✦	✦	
 · Science	 · Quality	 · Integrity	 · Innovation

1935

David Shakarian
“ Lackzoom”

1950s

“ General Nutrition
Centers”(GNC)

1970s

500 ” 1300 “

1980s

“ ”

1990s

2005

2011

2018

2020

GNC

2022

“ ”

2023

200%

2025

90

02

MARKET AN



NO.1(2022-2024)

“ ”



~200%YoY

2023



~50%

“ ”



~120%

“ ”



1500+SKU

16



50+



(2026-2034)

2034

2193.3

(CAGR)9.11%



(2024-2030)

2030

1.5

| 2024

3998



66

33

66

33



Z

90



“ ” .



“ ”

90

“ ”



2023

“ ”

“ ”



“ ”

“ ”

50%



“ ”

PEST



P

Political

“ 2030”



E

Economic



S

Social

“ ”



T

Technological

AI

□ □ □ □ □ □ □ □ □ □ □

“

”

CR10

40%



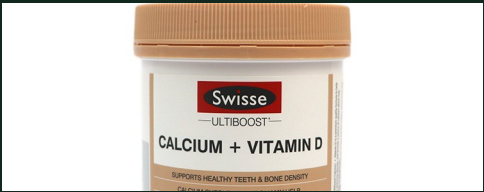
|

(6-10%)



(Amway)|

(7-8%)



Swisse|

()

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GNC|

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2025

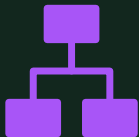
GNC



90



“ ” “ ” “ ”





· DEMAND

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· SUPPLY

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· POLICY

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· TECHNOLOGY

•

•

AI



GNC

03

USER ANAL



- (30-50)
- (21-30)
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□ □ □ □ □ □



□ □ □ □

“ ”



□ □ □ □ □

“ ”



□ □ □ □ □



(35)

GNC 30+



(28)

GNC



(45)

GNC

PQQ

04

PRODUCT SYS

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GNC

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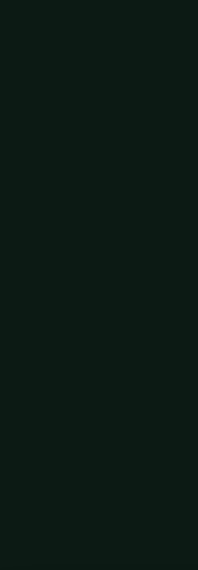
GNC



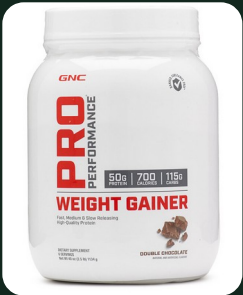
“

”

GNC 16 1500 SKU



Q10



DHA

MSM

“ ”

1



” “ ” “



50% “ ” “ ” “ ”



20+ · 30+ · 40+ · 50+ · Pro



20+ · 30+ · 40+ · 50+ · Pro



rTG

PQQ



“ ”

2



“Omega-3+VD3”
Passienol PurePQQ



120%♦



IFOS rTG RTCP



“ ” “ ”



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“ ”



2011 - 2017

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2018 - 2021

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2022 -

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2022: “ ”

2023: “ ”

: Pro



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05

MARKETING STR



- (C) | ()
- (Pro)



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618 11

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KOL / KOC





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2024



IP

IP

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1 1



(LTV)



(ROI)

ROI



“ ”



2023

200%

2024

40%
◆



06

SWOT

SWOT ANALYSIS

SWOT

STRENGTHS .

- 90 |
- |

WE KNESSES .

- |
- |

OPPORTUNITIES .

- | “ ”
- |

THRE TS .

- |
- |



01.

- “ ”
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02.

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- O2O



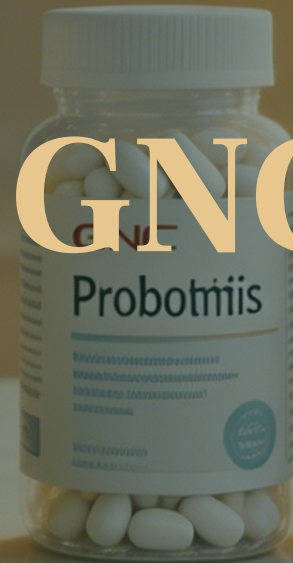
03.

- B
- APP



04.

- “ ”
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GNC

Live Well