NEWS | ALLIED INDUSTRY

Gaia launches D2C platform for health food supplements

Gaia, a leading health and wellness brand, has recently entered the direct-to-consumer (D2C) club in the consumer goods space and launched its e-commerce website.

By **Pooja Yadav** | August 2, 2021



gaia-launches-d2c-platform-for-health-food-supplements

> WordPress post #12687

Gaia e-commerce website offers free shipping, pan-India shipment, multiple payment options

Gaia, a leading health and wellness brand, has recently entered the direct-to-consumer (D2C) club in the consumer goods space and launched its e-commerce website.

The platform is offering customers a seamless user experience with features such as curated search, easy returns, shipment tracking, and hassle-free transaction with multiple payment options for all Gaia products.

Further, the company will provide free shipping across India and has tied up with third-party logistics providers for swift delivery. It has also promised delivery within 24 hours in some cities.

Through the website, the customers can shop all the goods in the company's portfolio of 81+ products ranging between nutritional supplements and health food products, including the latest products such as Quinoa, Gaia A2 cow ghee, etc. The early birds on the website can avail value-adding discounts, membership discounts and coupon codes.

Talking about the development, Dolly Kumar, Founder & Director at Cosmic Nutracos Solutions Pvt. Ltd., the parent company to Gaia said, "The outbreak of the Covid-19 pandemic followed by restrictions, lockdowns and social distancing norms have changed consumer spending habits. It has pushed e-commerce sales to the forefront of retail and boosted online shopping. Gaia's primary channel has been offline but the onset of the pandemic led to the company's huge order inflow from online marketplaces like Amazon and Flipkart. We were receiving 500-600 orders a day on an average through these websites. Even though e-commerce contributes 5-7 per cent share to the business, the company's sales from e-commerce rose by 80 per cent."

Read online: https://nuffoodsspectrum.in/news/30/17813/gaia-launches-d2c-platform-for-health-food-supplements.html
© 2026 NUFFOODS Spectrum. All rights reserved.