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**Nike Smart Nutrition: Personalizing Wellness and
Performance Through Innovation**

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Introduction

As an international market leader in sportswear Nike Inc. stands out because of its advanced products combined with superior quality and high-tech solutions. Since its establishment in 1964, Nike has transformed into a top sports apparel and footwear company which provides products for athletes and fitness lovers around the world. The main products of the company consist of sports shoes for high performance together with activewear athletic accessories and fitness technology products (Keller and Aaker, 2023). Through products such as Nike Air Max, Nike Flyknit and the Nike Training Club app Nike has developed fame for its top-quality innovative products which help athletes of all abilities maximise their potential. Empowerment together with performance stands as the main dimension of Nike's brand identity which also emphasises innovation. The "Just Do It" slogan represents how the company drives people to challenge themselves for superior achievements which span from sports to everyday existence. Mass culture now associates Nike with both excellence in sports and sustainability while embracing all athletes regardless of their abilities (Keller, 2021). The main goal of this report focuses on developing a new Nike brand extension through the nutrition and wellness market. Nike Smart Nutrition represents an extension which offers customised dietary plans together with smart nutritional elements and prepared meals to bolster the fitness advancements of users. The document assesses Nike's brand power to enter the developing personal wellness and nutrition solution category.

Brand Extension: Nike Smart Nutrition

Description of the Proposed Brand Extension

Nike first started with running shoes in 1964. Since then, Nike has used the trust that it had in the industry sector to expand into other sports categories and lifestyle niches. Today, Nike has successfully expanded its brand identity throughout over 30 industry niches. Nike's Smart Nutrition line includes sports supplements, bespoke diet regimens, and smart ready-to-eat meals for athletes and exercisers. Nike Smart Nutrition would sell protein powders, hydration solutions, recovery drinks, and pre-workout supplements to help people gain muscle, and endurance, and lose fat (Keller, 2019). Nike Smart Nutrition App users may connect to Nike Training Club

and Nike Run Club to get customized nutrition plans based on exercise logs, body measurements, and training goals. The major feature of Nike Meal Kits is packed nutritionally balanced meals that assist workout performance and recuperation. The kits would include prep directions and nutritionist-approved meals to fulfil customers' fitness goals. Nike continues to provide integrated fitness solutions with the smart supplementation system, which tracks macronutrient and micronutrient objectives.

Alignment with Brand Values

Our existing brand values at Nike including innovation performance and empowerment strengthen this new product extension. Since its inception, Nike delivered advanced athletic goods which empower users toward their best performance levels (Finne and Grönroos, 2020). The future Nike Smart Nutrition segment will deliver customised nutritional programmes after expanding its core philosophy to wellness solutions because users seek individual wellness recommendations. Nike builds its brand value through personalised nutrition and supplement solutions which extends its offerings beyond sportswear products while providing complete health and fitness solutions to customers.

Adding Value to the Brand

Nike increases its market value by combining performance-oriented innovation and technology knowledge to meet the market requirement for customized nutrition solutions. Because consumers know nutrition is crucial to fitness, the sports nutrition industry will reach \$70.8 billion by 2027. Nike has a large market potential because of rising customer desire for customized wellness solutions and market development (Luxton, Reid and Mavondo, 2021). Nike Smart Nutrition may target Nike's fitness-conscious and athletic customers. Nike's nutrition offering will unify the brand experience by offering a full wellness range alongside exercise items. The new product will combine exercise fans' well-being demands, adding value to Nike's varied product selection.

STP for the New Brand Extension: Nike Smart Nutrition

Segmentation

Demographic: The main consumer audience of Nike Smart Nutrition includes young adults between 18 to 35 years old who specifically align with the preferences of millennials and Gen Z demographics. Millennials show strong engagement toward health and exercise which makes 80% of them ideal candidates for Nike's customised nutrition products as reported by Statista (Pike, 2019). Due to their active lifestyle combined with technological fluency and their developing interest in holistic wellness, these consumers tend to spend money on fitness-enhancing nutritional products which benefit their entire well-being. Working individuals who take part in fitness programmes together with students make up the prime target audience because these groups need time-efficient nutritious solutions to support their active lifestyles.

Geographic: The company plans to focus its Nike Smart Nutrition product range on urban customers throughout North America, Europe and Asia. Fitness-focused individuals live in abundance throughout these regions which also witness growing market demand for personalised wellness items (Okazaki, 2020). The health and wellness industry flourishes in metropolitan markets across New York, London, Tokyo, and Los Angeles since their consumers display a preference toward technology-based fitness solutions. GlobalData records the health and wellness market expansion in urban areas because people take a stronger interest in fitness technology along with nutrition solutions while becoming more health-conscious.

Psychographic: The target audience that values customised health experiences combined with health enhancement measures fits the psychographic classification. These individuals do not consider fitness as a temporary hobby because they have transformed it into a fundamental element of their daily existence. People within this sector embrace self-enlightenment and empowerment through fitness activities which enables them to exceed their physical goals (Sinapuelas, Wang and Bohlmann, 2024). People in this market audience select brands that demonstrate their core values of diversity and sustainable practices as well as inventive approaches. A Nielsen study revealed that 65% of Gen Z consumers demonstrate readiness to spend more money on brand products which share their values of

protection of health and environmental sustainability (Sinapuelas, Wang and Bohlmann, 2024).

Behavioural: The primary audience for which Nike markets its products consists of people who exercise and focus on maximising their performance and seeing measurable outcomes. The target customers practise diverse exercises including running alongside weightlifting and yoga together with HIIT along actively finding products which enhance their performance while shortening their recovery times. These consumers buy from reliable brands that provide premium quality products and base their buying decisions on digital advertising along with social media recommendations. Rising technology developments in smart wearables and health apps drive these consumers to adopt tracking systems that optimise their total well-being status.

Targeting

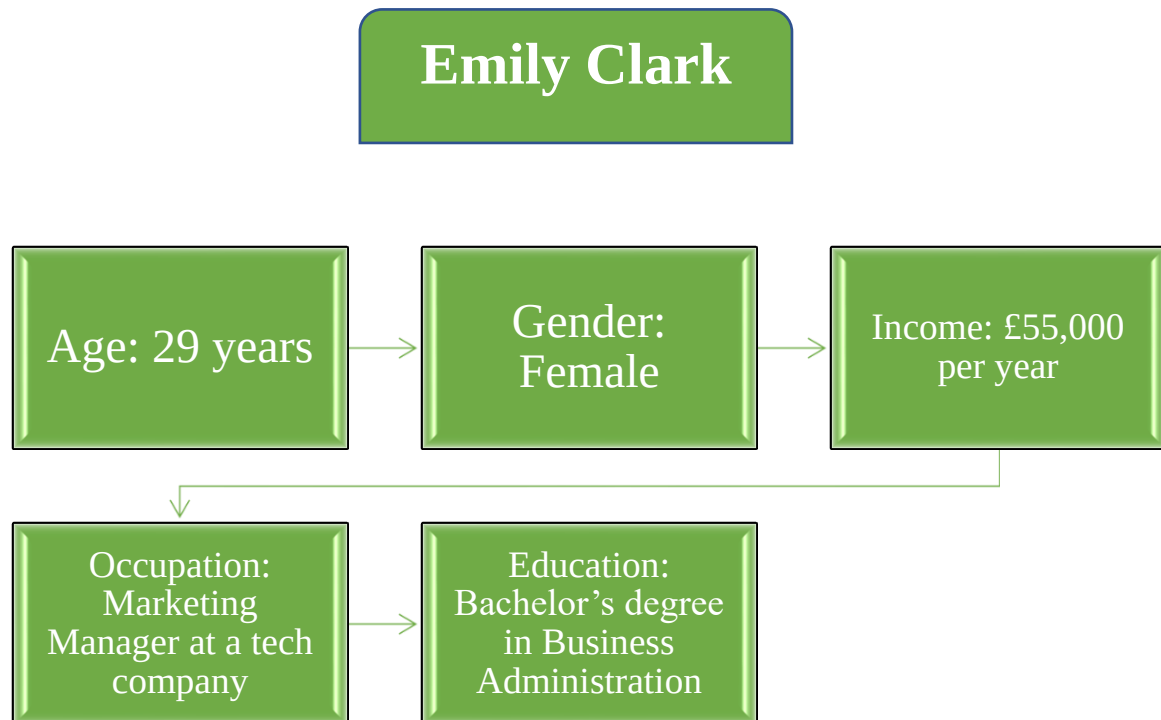
Nike targets 18–35-year-olds with active lives, digital fluency, and a passion for sports and health. The targeted demographic is ideal for Nike Smart Nutrition since they trust Nike and are interested in fitness technology. Nike Training Club advanced users and Nike Run Club members will be the major client category for this investigation. Nike will segment customers to give customized nutritious items for different market segments in their target area (Liu et al., 2022). Nike supplies endurance athletes with pre-workout drinks and hydration solutions but offers protein supplements and meal packages to strength athletes. Nike meets varied fitness community needs without sacrificing product quality with this method. Nike will target busy professionals and students who need healthy, quick meals. These consumer segments want quality and performance-based nutrition and convenience options. Nike's fitness-focused clients will benefit from daily wellness kits.

Positioning

Nike Smart Nutrition provides customized nutrition solutions to optimize well-being and build the body during and after activity. Nike Smart Nutrition offers high-quality protein powders, hydration solutions, and recovery drinks designed to enhance athletic performance. The products are priced competitively and available through Nike's website, apps, and select retailers. With a focus on taste and nutrition, these products are tailored to support muscle gain, endurance, and recovery for athletes,

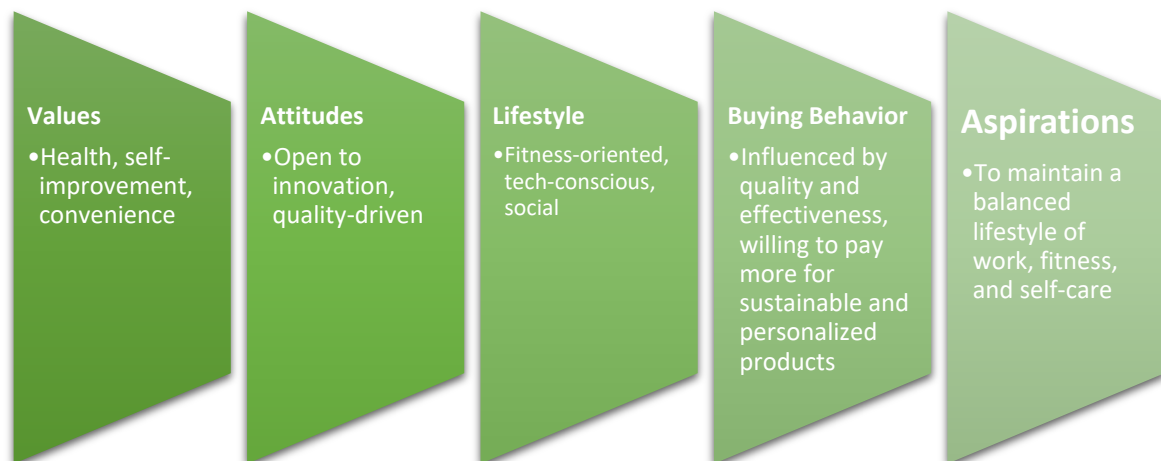
while being accessible to a broad consumer base. Nike Smart Nutrition positions itself as a superior nutrition solution using Nike's fitness performance experience and technology. High-performance supplements, smart meal packages, and advanced performance-measuring tools set Nike apart from the competition (Martin, 2023). Nike Smart Nutrition, a competitor to GNC and Optimum Nutrition, offers a holistic wellness solution that integrates into workout programs and tracks user success. Nike's positioning plan will produce innovative, high-quality, sustainable goods to develop brand trust. Since Myprotein and Herbalife do not provide personal fitness and wellness elements, Nike Smart Nutrition's nutrition solutions and data analytics set it apart. Nike's personalization has grown crucial since current shoppers want fitness solutions that match their specific objectives, giving it a competitive advantage.

Customer Personal Profile



Description: Emily is a millennial who puts personal well-being above career success. She is 29 years old. She represents the upper middle class for premium wellness products at £55,000. Nielsen says millennials are spending more on health products, including diet and exercise (Raiola et al., 2020). As a tech marketing manager, Emily is acquainted with data-driven solutions and may be receptive to specialized fitness technology. Her business management degree ensures she invests in long-term items, which shapes her smart shopping.

Psychographic:



Description: Emily wants to enhance her health and workout ability, so she seeks for products. She likes imaginative ideas, especially those enabled by technology that fit her busy schedule. As a socially conscious shopper, she values sustainable and ethical products. Her exercise purchases are driven by quality and long-term benefits. Emily looks for items that fit her lifestyle since she wants to combine work, fitness, and personal well-being.

Marketing Mix Strategy: Nike Smart Nutrition

Product

Nike Smart Nutrition will provide nutrition regimens that complement Nike's training approach. The product line will include protein powders, pre-workout drinks, hydration solutions, and recovery products for specific activity objectives. Nike Smart Meal Kits will also deliver nutrient-dense meals for athletes' specific diets, promoting muscle regeneration, endurance, and well-being. The Nike Smart Nutrition App will record meals, track progress, and provide exercise-specific nutrition suggestions (Xie et al., 2021). Nike Training Club and Nike Run Club data will be utilized to tailor every product using artificial intelligence to adjust nutrition based on performance, body composition, and activity. Nike Smart Nutrition will separate out from traditional nutrition products by using smart technology to personalize solutions to the user's workout route. This product expansion meets the growing need for tailored wellness solutions among millennials and Gen Z clients who want full health and fitness

products. Customization will address the global trend toward data-driven fitness solutions, anticipated to reach \$70.8 billion by 2027.

Price

Nike Smart Nutrition's superior formulation and personalized solutions will be priced competitively. Protein powders cost £30–£50 and meal packages £25–£60, depending on kind and serving size (Okazaki, 2020). The consumer impression of Nike premium sports gear matches this price strategy that gives value via high-quality products and smart technologies. Given its technical integration and personalized features, the firm positions itself against premium brands MyProtein and Bulk Powders. Technology integration boosts competitiveness. Targeting eager consumers who spend \$10 billion on fitness technology and performance-enhancing items can help the brand attract fitness tech spenders (Pike, 2019). This pricing point helps Nike attract premium and mass-market clients while maintaining its premium status.

Promotion

Nike Smart Nutrition promotes via digital marketing and social media influencers. Smart Nutrition will leverage Instagram, TikTok, and YouTube to promote Nike's brand by using fitness professionals to illustrate product use and personal experiences. Nike will boost app cross-promotion by adding smart nutrition capabilities to the Nike Training Club and Nike Run Club apps (Okazaki, 2020). Nike will boost sales via limited-time discounts, packaged deals, and online sales. High-profile fitness and wellness organizations teaming with Nike Smart Nutrition will maximize visibility and help the product reach more people. The agency should work with health communities and e-commerce platforms to enhance digital sales and attract the younger demographic that buys mostly online. Nike's retail locations and temporary events enable consumers to connect with their items' personalized technology.

Place

Nike's website, apps, and shops sell Nike Smart Nutrition. The sales platform's major feature will let clients directly customize nutrition regimens to meet their fitness objectives online. Selling directly to customers provides Nike full control over customer experience and improved data collecting for customization algorithms

(Sinapuelas, Wang and Bohlmann, 2024). Customers may find the goods online and in premium retail stores and fitness centres with Nike specialists for product advice. The firm wants to expand its distribution network by targeting niche markets with health and wellness merchants and fitness facilities. Nike Smart Nutrition will adopt a hybrid distribution strategy by utilizing both direct channels, such as its official website and mobile apps, and indirect channels through retail partners and fitness-focused stores. This dual approach ensures a broader market reach while maintaining control over brand experience and data collection through direct consumer interaction.

Process

Customers will get Nike Smart Nutrition via Nike's online platform, which offers personalized products and dietary suggestions. Account holders may set fitness goals and preferences for the platform to recommend items and diets (Raiola et al., 2020). Nike product store workers will assist clients choose personalized items due to their nutrition and fitness expertise. Subscriptions for regular meal delivery and supplement services that maintain product demand and Nike ecosystem participation make the process simple for customers.

People

Transmission of Nike Smart Nutrition brand extension purposes relies on nutrition specialists alongside personal trainers as well as customer service representatives dedicated to assisting consumers reach their wellness objectives. The developers at Nike will make sure smartphone users can easily access the nutrition tracking platform through their Nike applications and interfaces (Martin, 2023). Nike's strategic partnership with fitness influencers and athletes holds great importance in developing recognition and enhancing the credibility of the brand. The established individuals function as brand representatives whose practical experiences demonstrate personalised access to Nike Smart Nutrition thus increasing product awareness among potential consumers.

Physical Evidence

The Nike Smart Nutrition product line presents high-quality packaging materials which integrate sustainability elements into their manufacture. All packaging materials used by Nike will be environmentally responsible because of the

company's dedication to sustainability. Customers will find detailed product data and usage instructions at in-store displays which highlight the intelligent customised approach of the products (Martin, 2023). The Nike website along with the app will utilise interactive features which combine personalised guidance while presenting users with progressive progress indicators and performance metrics. The combined usage of digital fitness solutions will enhance Nike's position as the top athletic wellness company in the market.

Conclusion

The launch of Nike Smart Nutrition presents an important business opportunity that allows Nike to prosper in the escalating market segment of personal wellness solutions. Market analysts forecast a market value of \$70.8 billion for global sports nutrition by 2027 because people are actively seeking customised wellness solutions and smart fitness technology (Liu et al., 2022). Nike can establish itself as a full health optimization solution by combining artificial intelligence supplements with personal nutrition plans and customised meals within its existing fitness platforms. The extended fitness services will find remarkable success with both millennials and Gen Z consumers because they understand technology along with their desire for wellness balance. Nike Smart Nutrition will position itself in an important market segment by combining tested scientific methods with customised products that users can access easily (Xie et al., 2021). The established reputation of Nike in performance and innovation sets the foundation for customers to trust its new dietary expansion. Nike's entry into personalised nutrition allows the company to enhance its fitness network through holistic fitness solutions leadership. The new brand extension enables Nike to acquire fresh customers while deepening the loyalty level of its existing consumer network thus driving sustainable long-term expansion and reinforcing its sustainability and wellness mission.

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