



Health and Beauty Specialists in Singapore

February 2024

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Health and Beauty Specialists in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beauty retail benefits from resumption of social activities and international travel

Preventative health remains top of mind among consumers, driving sales via pharmacies and health and personal care stores

Clean and ingredient-based beauty popular amid focus on health and wellness

PROSPECTS AND OPPORTUNITIES

Watsons uses technology to improve in-store shopping experience and aid consumers' purchasing decisions

Optical goods stores face challenges from DTC brands with more affordable options and good quality

Health and beauty specialists will continue to face threat from e-commerce

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A seamless and memorable shopping experience key to driving consumer loyalty and sales

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Lunar New Year

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