



Health and Beauty Specialists in Austria

February 2024

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Health and Beauty Specialists in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid category growth thanks to loyal consumers

Strong decline for beauty specialists as sales shift to drugstores and e-commerce

Ives Rocher brand makes a near entire exit from the market while L'Occitane diminishes heavily

PROSPECTS AND OPPORTUNITIES

Cautiously moderate forecast for health and beauty specialists

Dm-Drogerie Markt in a strong position to defend its lead

Relatively strong losses to e-commerce expected

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