



# Health and Beauty Specialists in Hong Kong, China

March 2024

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## Health and Beauty Specialists in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sa Sa International's sales rebound thanks to the return of mainland tourists

Watsons' O2O strategy and other developments

Mannings rides the increased demand for healthcare products

#### PROSPECTS AND OPPORTUNITIES

Hong Kong beauty specialists maintain advantages for tourists

Skinification emerges during the pandemic, and is an enduring trend

Integrating technology and sustainability concepts

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Seasonality

China National Day (also known as Golden Week)

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