



# Health and Beauty Specialists in New Zealand

March 2024

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## Health and Beauty Specialists in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and beauty consumers shop around in a tough economic climate  
Focus on health and immunity drives consumers through the doors of pharmacies  
Competition intensifies in pharmacies as Chemist Warehouse continues aggressive expansion

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Slow economic recovery to dampen discretionary spending levels  
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Retail e-commerce slows as expected  
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