



Health and Beauty Specialists in the Netherlands

March 2024

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Health and Beauty Specialists in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retailers focus on an omnichannel strategy with Kruidvat launching an online marketplace in 2023

Staff shortages and salary increases put pressure on profits

Player focus on customer loyalty as demand slows

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Competitive landscape set to become more consolidated as consumers go in search of the best deals

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Ageing population should benefit health and beauty specialists

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