



# Health and Beauty Specialists in Indonesia

March 2024

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## Health and Beauty Specialists in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and beauty specialists are growing well in line with healthy growth in demand for beauty and personal care products in Indonesia

Advertising and themed events help to drive sales of health and beauty specialists

Kimia Farma Apotek retains the lead, while health and beauty specialists benefit from long term trend for beauty and skin care

#### PROSPECTS AND OPPORTUNITIES

Ongoing health and wellness trend to boost demand

Aeon Store diversifies its portfolio by launching Aeon Health & Beauty concept, Hero group is focusing on multiple strategies for Guardian

Mybestie, a newcomer in the health and beauty specialist channel, expands through franchise programme

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Warung digitalisation an important element of digital transformation in local retail

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Opening hours for physical retail

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Seasonality

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