



Health and Beauty Specialists in Malaysia

February 2024

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Health and Beauty Specialists in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Guardian and Watsons maintain leadership of health and beauty specialists in 2023

Pharmacies sees ongoing consolidation

Sales growth in optical goods stores moderates as revenge spending subsides

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Larger pharmacy chains benefit from economies of scale

Imported products set to see rising consumer interest

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