



Health and Beauty Specialists in Italy

March 2024

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Health and Beauty Specialists in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Market leaders drive growth in a fragmented market

Optical goods stores the most dynamic category with sales boosted by demand for spectacles and contact lenses

Chained pharmacies in a better position to ride the challenges seen in 2023

PROSPECTS AND OPPORTUNITIES

Convenience and digitalisation likely to feature prominently in retailer strategies

Optical goods stores set to place more value on sustainability

Premiumisation and added value services likely to be employed by beauty specialists to gain a competitive advantage

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Sustainability in 2023 and onwards,

What next for retail?

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