



Health and Beauty Specialists in Mexico

March 2024

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Health and Beauty Specialists in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beauty specialists sees the best performance, but remains below pre-pandemic levels

Pharmacies expand their products and services to attract consumers

Providing unique experiences motivates customer visits and loyalty

PROSPECTS AND OPPORTUNITIES

E-commerce will continue to grow alongside physical stores

Pharmacies will continue to lead health and beauty specialists in value terms

Opportunity to work towards a sustainable future to attract consumers

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Retail in Mexico - Industry Overview

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Retailers improve the shopping experience in order to attract consumers

What next for retail?

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Informal retail

Opening hours for physical retail

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Back to School

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