



# Health and Beauty Specialists in Chile

March 2024

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## Health and Beauty Specialists in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Pharmacies continues to expand, while ownership of Farmacias Ahumada is changing

Beauty specialist Maicao sees new opportunity in offering pharmacy products

By partnering with Kiko Milano, DBS Beauty Store achieves a long sought-after goal

#### PROSPECTS AND OPPORTUNITIES

K-Beauty to gain new followers, and focused retailers to expand store footprint

Greater competition for pharmacies likely over the forecast period

Loyalty propositions can be leveraged for increased purchases

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Greater connection between digital and physical still needed

Local consumers are searching for innovation

What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

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