



# Health and Beauty Specialists in Germany

April 2024

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## Health and Beauty Specialists in Germany - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising costs shift beauty care to home use

Ageing population and digital screens result in greater focus on eye and skin care

dm-Drogerie Markt and Dirk Rossmann excel with eco-friendly ranges

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Economic upturn to boost beauty and optical sales

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E-commerce surge pushes retailers towards digital integration

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