



Health and Beauty Specialists in Sweden

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Two major pharmacy chains Apotek Hjärtat and Apoteket lead health and beauty specialists in Sweden

Kicks drives beauty specialists and attracts a new owner

Synsam Group Sweden invests to consolidate its leadership of optical goods stores

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The channel faces issues regarding the ageing population trend and skin care sales to minors

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