



Health and Beauty Specialists in Romania

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Chemists/pharmacies dominate sales by offering necessities to consumers
Health and personal care stores focus on ongoing expansion plans to drive growth
Growth for optical goods stores as the demand for eye care increases

PROSPECTS AND OPPORTUNITIES

Retailers increasingly invest in omnichannel approaches across the forecast period
Pharmacy chains continue to expand across the nation while investing in advertising
Growth for health and beauty specialists linked to the rising wellbeing trend

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