



# Health and Beauty Specialists in the United Arab Emirates

February 2024

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## Health and Beauty Specialists in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Loyalty points, in-store offers and social media engagement are key strategies  
Korean beauty brands gain greater visibility in the United Arab Emirates  
Strong government focus to invest in healthcare sector set to support growth of pharmacies

#### PROSPECTS AND OPPORTUNITIES

Sustainability to become a more prominent theme among health and beauty specialists  
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