

Health and Beauty Specialists in Belgium

March 2024

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Health and Beauty Specialists in Belgium - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth for health and beauty specialists in 2023

AS Watson and Medi-Market follow low pricing strategy

Douglas expands its physical footprint

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Positive outlook expected

Development of e-commerce will blur boundaries between grocery and non-grocery

Store-based experience will remain relevant

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Greater polarisation of shopping behaviour

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Informal retail

Opening hours for physical retail

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