

# Health and Beauty Specialists in Hong Kong, China

March 2024

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## Health and Beauty Specialists in Hong Kong, China - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sa Sa International's sales rebound thanks to the return of mainland tourists

Watsons' O2O strategy and other developments

Mannings rides the increased demand for healthcare products

## PROSPECTS AND OPPORTUNITIES

Hong Kong beauty specialists maintain advantages for tourists

Skinification emerges during the pandemic, and is an enduring trend

Integrating technology and sustainability concepts

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Retail in 2023: The big picture

Retail and tourism

Revival of outbound travel prevents full recovery

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

China National Day (also known as Golden Week)

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Christmas and New Year

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