



Euromonitor  
International

# Health and Beauty Specialists in Saudi Arabia

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## Health and Beauty Specialists in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Social media and influencer marketing drives growth for beauty specialists in Saudi Arabia  
Pharmacies continue to expand their presence in the country led by favourable demographics  
Health and beauty specialists continues to expand led by Al Nahdi Medical Co

#### PROSPECTS AND OPPORTUNITIES

Beauty specialists likely to leverage technology in the forecast period to offer more personalised products and services to customers  
Pharmacies to focus on value based services in the forecast period  
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Retailers adopt personalised marketing strategies  
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Opening hours for physical retail  
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