

# Health and Beauty Specialists in Germany

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Rising costs shift beauty care to home use  
Ageing population and digital screens result in greater focus on eye and skin care  
dm-Drogerie Markt and Dirk Rossmann excel with eco-friendly ranges

### PROSPECTS AND OPPORTUNITIES

Economic upturn to boost beauty and optical sales  
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E-commerce surge pushes retailers towards digital integration

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