

# Health and Beauty Specialists in Norway

February 2024

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# Health and Beauty Specialists in Norway - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Normal wins over consumers facing cost of living crisis

Pharmacies strengthen position with wider range of products and services

Premium beauty retailers gain appeal

# PROSPECTS AND OPPORTUNITIES

Innovation is likely in optical goods stores

H&M Beauty's flagship store aims to raise the bar in beauty specialists

Boots Apotek invests in new retail concept

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Retail in 2023: The big picture

Smaller affordable purchases are a high priority for shoppers

Home investments slowdown in the post-pandemic era

What next for retail?

## OPERATING ENVIRONMENT

Informal retail

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Seasonality

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