

# Health and Beauty Specialists in Romania

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Chemists/pharmacies dominate sales by offering necessities to consumers  
Health and personal care stores focus on ongoing expansion plans to drive growth  
Growth for optical goods stores as the demand for eye care increases

### PROSPECTS AND OPPORTUNITIES

Retailers increasingly invest in omnichannel approaches across the forecast period  
Pharmacy chains continue to expand across the nation while investing in advertising  
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### EXECUTIVE SUMMARY

Grocery retailers dominate sales in 2023  
Omni-channel contributes to the retail dynamics  
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### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
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