

Health and Beauty Specialists in Saudi Arabia

March 2024

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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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