

Health and Beauty Specialists in Portugal

March 2024

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Health and Beauty Specialists in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beauty specialists post the best performance following a decline during COVID-19 Interest in health products drives value growth despite rising price points Store renovations, new outlet formats and innovative concepts in 2023

PROSPECTS AND OPPORTUNITIES

The health and wellness trend drives ongoing success for health and beauty specialists Competition rises as purchasing power increases and premium goods benefit Innovative store formats, and the integration of technology drives growth

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