

Health and Beauty Specialists in Argentina

February 2024

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Health and Beauty Specialists in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Optical goods stores registers the highest retail current value growth amid high inflation and import dependency

Farmacy targets more disadvantaged areas to expand in the category

The COVID-19 experience continues to affect store locations in health and beauty specialists

PROSPECTS AND OPPORTUNITIES

Private label to grow in importance as the competition intensifies in health and beauty specialists

Health and beauty specialists to continue to adopt an omnichannel approach

Illegal sales set to negatively impact optical goods stores

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Multinational retailers continue to exit the market in 2023

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