

# Health and Beauty Specialists in France

February 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Beauty specialists and optical goods retailers benefit from revived routines post-pandemic

Pharmacies maintains momentum built during the pandemic but faces intensified competition as discount model spreads

Small beauty specialist players struggle to remain afloat

#### PROSPECTS AND OPPORTUNITIES

Demand for beauty products will stabilise as old habits return, with solid cosmetics set to see rising interest

Lack of pharmacists may impact channel's progress

Omnichannel will remain the standard during the forecast period

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