

Health and Beauty Specialists in China

March 2024

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Health and Beauty Specialists in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and beauty specialists witnesses robust growth Leading players emphasise services when expanding Beauty and personal care e-commerce players are moving focus to offline channels

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Integrated health and beauty stores – a new form of retailing Differentiation will be a key strategy for beauty specialists Mergers of pharmacy chains are on the rise

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