

# 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

#### PROSPECTS AND OPPORTUNITIES

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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Retail in 2023: The big picture Boosting consumption remains a major challenge No clear boundary between online retailers and offline retailers What next for retail?

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