

Health and Beauty Specialists in the United Arab Emirates

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Health and Beauty Specialists in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Loyalty points, in-store offers and social media engagement are key strategies Korean beauty brands gain greater visibility in the United Arab Emirates Strong government focus to invest in healthcare sector set to support growth of pharmacies

PROSPECTS AND OPPORTUNITIES

Sustainability to become a more prominent theme among health and beauty specialists Blending of formats as more pharmacies focus on beauty and wellness products E-commerce platforms to gain greater traction over the forecast period

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