

Health and Beauty Specialists in Israel

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and beauty specialists sees a stable performance
Brands establish a presence with exclusive stores
Proliferation continues of boutique “private labels” from industry experts

PROSPECTS AND OPPORTUNITIES

Sustained rise in anti-ageing and eco-friendly products expected
Growing popularity of “merchandise brands”, including those from celebrities
Innovative marketing and digital tools for virtual make-up testing

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