

# Health and Beauty Specialist Retailers in India

February 2022

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## Health and Beauty Specialist Retailers in India - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Physical stores impacted by lockdown

Retailers continue with their expansion plans, aiming to realise future potential

Rising health concerns benefit chemists/pharmacies

#### PROSPECTS AND OPPORTUNITIES

E-commerce to continue contributing to the growth story of brands

Offline-online integration to expand reach and coverage

High awareness and rising disposable incomes to drive sales

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