



**Euromonitor
International**

Health and Beauty Specialists in Belgium

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beauty specialists bounce back
Fewer pharmacies, more health and personal care stores
Competitive landscape undergoing changes as pure online retailers open physical stores and The Body Shop exits the market

PROSPECTS AND OPPORTUNITIES

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Health and personal care stores set to continue growing at the expense of pharmacies
Beauty specialists likely to see mounting competition with a growing focus on omnichannel strategies

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