

# Health and Beauty Specialists in Switzerland April 2025

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## Health and Beauty Specialists in Switzerland - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Consumers show a strong willingness to invest in looking and feeling younger Health and wellness trend shaping demand across health and beauty specialists Galencia strengthens its lead following the expansion of its chain of pharmacies

#### PROSPECTS AND OPPORTUNITIES

Beauty specialists could struggle for growth as competition intensifies from other channels

Mixed outlook for health and beauty specialists

Optical goods stores should benefit from expanding and enhancing their services

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Retailers focus on making improvements to increase their appeal

Migros and Coop remain on top

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Informal retail

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Seasonality

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