



Health and Beauty Specialists in Austria

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beauty specialists continue to face the challenge of more affordable drugstore options
Fielmann retains leadership in optical goods stores as it focuses on its expansion
Dm-Drogerie retains its lead while attracting consumer attention through price reductions

PROSPECTS AND OPPORTUNITIES

The beauty specialist channel will face rising competition from retail e-commerce
The strong expansion of sehen!wutscher is expected to continue shaping the optical goods market
The long-term future of The Body Shop is uncertain as competition impacts the player

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Automation rises as retailers look for labour-saving solutions to remain competitive
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