



**Euromonitor
International**

Health and Beauty Specialists in Saudi Arabia

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Beauty specialist retailers are adapting to evolving consumer needs
- Bin Dawood Group acquires Zahrat Al Rawdah pharmacy
- Optical goods stores benefit from growing demand among young consumers

PROSPECTS AND OPPORTUNITIES

- Competition will intensify between beauty specialists as growth continues
- Improvement in operating environment will support pharmacy expansion
- Innovation will be centred on convenience

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Retail in Saudi Arabia - Industry Overview

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- Retail in 2024: The big picture
- Mergers and acquisitions reshape the competitive landscape
- Retail e-commerce is developing at considerable speed
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
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