



Euromonitor
International

Health and Beauty Specialists in the Czech Republic

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Beauty specialists see fast retail value growth and an upturn in outlet numbers
Personalisation and natural trend spur health and personal care stores
Consumers can choose from a wide array of specialist retailers

PROSPECTS AND OPPORTUNITIES

Slower retail value growth anticipated as maturity sets in
Demographic and lifestyle trends to sustain demand for pharmacies and optical goods stores
Convenience to drive innovation in pharmacies

CHANNEL DATA

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Retail in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture
Automation offers operating cost reductions
Private label and price promotions gain weight as consumers look for value for money
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- Shopping Season Name
- Christmas
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- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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