

# Health and Beauty Specialists in Greece

February 2025

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## Health and Beauty Specialists in Greece - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Strong demand for health and beauty products

Strong growth for pharmacies

Highly competitive landscape

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Ongoing growth ahead

Physical optical goods stores supported by consumer demand for first-hand experience of products

Growing use of digital technologies

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Retail in 2024: The big picture

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