

Health and Beauty Specialists in Ireland

February 2025

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Health and Beauty Specialists in Ireland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and beauty specialists record positive growth despite rising challenges

The Body Shop exits the Irish market as the player struggles against rising competition

Boost retains its lead while LloydsPharmacy buys family-owned McCabe's Pharmacy

PROSPECTS AND OPPORTUNITIES

Health and beauty specialists face rising competition from department stores and supermarkets Sustainability and omnichannel strategies will be a key focus of health and beauty brands Discount pharmacies are poised to boost competition and foster innovation

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Consumers continue to be cautious of their spending during 2024

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Informal retail

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