



**Euromonitor
International**

Health and Beauty Specialists in Spain

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beauty specialists continues to rise in 2024
Dia sells Clarel, while Body Shop exits the market
Focus on natural and organic products, and resistance to online availability of medicines and drugs

PROSPECTS AND OPPORTUNITIES

Health and beauty specialists to see moderate value growth, while Druni is set to strengthen its position
Sustainability will remain key driver of development, as health and personal care stores faces mounting pressure from other retail channels
Beauty specialist retailers will invest more in omnichannel approach, though pharmacies will remain resistant

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Sustainability-focused development
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