



Health and Beauty Specialists in Brazil

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Independent perfumeries lead sales in beauty specialists in 2024
- Domestic chain of beauty specialists leads sales through franchises
- Mundo Verde is the largest chain offering natural and healthy products in Latin America

PROSPECTS AND OPPORTUNITIES

- Pharmacies set to maintain its strong growth trend through outlet expansion
- Growth in formal employment will have a positive impact on stores that sell beauty and health products
- Recent acquisitions will bring new investments

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- Warehouse clubs increase their revenue
- What next for retail?

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- Seasonality
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