

Health and Beauty Specialists in Germany

May 2025

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Health and Beauty Specialists in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of beauty specialists continue to recover in 2024

Health concerns support sales of pharmacies and optical goods stores

Wide price range benefits health and personal care stores

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Challenges in the competitive landscape of pharmacies

Differentiation and loyalty set to become increasingly important

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Enhancing retail success through omnichannel integration

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