



# Health and Beauty Specialists in Sweden

March 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and beauty specialists maintain positive growth, thanks to the “feel good” factor  
The three major brands maintain their top places, while smaller player Normal is tipped as one to watch  
In-store pharmacies face competition from online players, while remaining important for consumer advice

PROSPECTS AND OPPORTUNITIES

Omnichannel strategies to become increasingly important  
Optical goods stores will continue to attract consumers in-person, for practical reasons  
Restrictions regarding skincare sales to minors

CHANNEL DATA

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Retail in Sweden - Industry Overview

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Retail in 2024: The big picture  
Retail e-commerce returns to stronger sales after its previous slump  
Polarisation between premium and budget options  
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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