



# Health and Beauty Specialists in Switzerland

March 2024

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## Health and Beauty Specialists in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Modest growth in 2023, thanks to evolving self-care trends and health consciousness

Beauty specialists remain under pressure, but Douglas still eyes opportunities within the premium segment

At-home salon and spa experiences benefit the category in 2023

#### PROSPECTS AND OPPORTUNITIES

Steady growth projected for pharmacies in the years ahead

Investment in new technology may help optical goods stores remain relevant

Beauty specialists facing mounting competition both offline and online

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Value for money and sustainability are key trends in 2023

Transparency and provenance are increasingly displayed on packaging

What next for retail?

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