



# Health and Beauty Specialists in China

March 2024

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## Health and Beauty Specialists in China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and beauty specialists witnesses robust growth

Leading players emphasise services when expanding

Beauty and personal care e-commerce players are moving focus to offline channels

#### PROSPECTS AND OPPORTUNITIES

Integrated health and beauty stores – a new form of retailing

Differentiation will be a key strategy for beauty specialists

Mergers of pharmacy chains are on the rise

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No clear boundary between online retailers and offline retailers

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