



# Health and Beauty Specialists in Israel

March 2024

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## Health and Beauty Specialists in Israel - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and beauty specialists sees a stable performance

Brands establish a presence with exclusive stores

Proliferation continues of boutique "private labels" from industry experts

#### PROSPECTS AND OPPORTUNITIES

Sustained rise in anti-ageing and eco-friendly products expected

Growing popularity of "merchandise brands", including those from celebrities

Innovative marketing and digital tools for virtual make-up testing

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