

Health and Beauty Specialist Retailers in Belarus

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Abstracts

Chemists/pharmacies and vitamins and dietary supplements specialist retailers recorded higher value sales growth in 2020 compared to the previous year. The increase in value sales was driven by a desire among consumers to better take care of their health in light of the pandemic. Stockpiling began in April and lasted until mid-May. As consumers preferred to limit their visits to public polyclinics, the tendency to self-medicate grew. Instead of consulting a physician in person, consumers reached...

Euromonitor International's Health and Beauty Specialist Retailers in Belarus report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Beauty Specialist Retailers, Chemists/Pharmacies, Drugstores/Parapharmacies, Optical Goods Stores, Vitamins and Dietary Supplements Specialist Retailers.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Health and Beauty Specialist Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2020 IMPACT

COVID-19 boosts value sales of chemists/pharmacies and vitamins and dietary supplements specialist retailers

Desire to avoid crowded spaces leads Belarusians to shop more at local drugstores/parapharmacies during the pandemic

Optical goods stores negatively affected as consumers postpone purchases

RECOVERY AND OPPORTUNITIES

Growing interest in natural remedies will benefit chemists/pharmacies

Drugstores/parapharmacies will remain a popular channel due to convenient location, wide product assortment and competitive prices

Beauty specialist retailers anticipated to witness lower value sales growth as a result of the economic downturn

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GLOBAL INDUSTRY ENVIRONMENT

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