

# Health and Beauty Specialists in Italy

<https://marketpublishers.com/r/HC8E6EE269C0EN.html>

Date: March 2024

Pages: 41

Price: US\$ 990.00 (Single User License)

ID: HC8E6EE269C0EN

## Abstracts

Health and beauty specialists saw moderate growth in current value terms in 2023, although this was largely the result of price inflation rather than an increase in demand. When it comes to pharmacies small and independent players account for most sales and most outlets. With the pandemic over and consumer health concerns subsiding pharmacies saw only modest growth in current value terms in 2023 with consumers focusing on their essential needs.

Euromonitor International's Health and Beauty Specialists in Italy 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 Specialists, Health and Personal Care Stores, Optical Goods Stores, Pharmacies.

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 Specialists 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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Euromonitor International  
March 2024

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