



# Health and Beauty Specialists in India

March 2024

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## Health and Beauty Specialists in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The Body Shop continues to lead beauty specialists

Online retailers take an omnichannel approach by expanding their physical retail store presence

Apollo Hospitals Enterprises and Medplus Health Services continue to lead health and beauty specialists

#### PROSPECTS AND OPPORTUNITIES

AR/VR will shape beauty specialists in the future

Major optical goods stores perform well despite competition from unorganised outlets

E-pharmacies expected to provide strong competition to physical stores

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Omnichannel experience becomes key for both offline as well as offline retailers

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