



Health and Beauty Specialists in Poland

March 2024

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Health and Beauty Specialists in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovation and wide availability of cosmetics drive demand for health and beauty specialists

Rossmann maintains its considerable advantage in the channel

Legislation introduces more stringent requirements for opening of new pharmacies and takeover of existing ones

PROSPECTS AND OPPORTUNITIES

Further consolidation for the channel over the forecast period

Super-Pharm introduces a new retail brand that operates as a drugstore without a pharmacy

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