



# Health and Beauty Specialists in Norway

February 2024

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## Health and Beauty Specialists in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Normal wins over consumers facing cost of living crisis

Pharmacies strengthen position with wider range of products and services

Premium beauty retailers gain appeal

#### PROSPECTS AND OPPORTUNITIES

Innovation is likely in optical goods stores

H&M Beauty's flagship store aims to raise the bar in beauty specialists

Boots Apotek invests in new retail concept

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Home investments slowdown in the post-pandemic era

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