

## **Health and Beauty Specialists in the Czech Republic**

Market Direction | 2023-03-14 | 37 pages | Euromonitor

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### **Report description:**

Amongst health and beauty specialists, beauty specialists benefitted the most from the return to pre-pandemic lifestyles in 2022. Following the easing of lockdown restrictions, consumers resumed socialising with family and friends, as well as returning to their physical workplaces, which fuelled demand for products such as colour cosmetics and fragrances. This was in sharp contrast to 2020 (and to a lesser extent, 2021), when opportunities to wear colour cosmetics were limited, due to working from...

Euromonitor International's Health and Beauty Specialists in Czech Republic report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include 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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
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#### **2022 DEVELOPMENTS**

Beauty specialists benefit from reopening of shopping centres

Dm and Rossman chains take further steps towards digitalisation

Dr Max and BENU expand their bricks-and-mortar store networks, while Pilulka focuses on e-commerce

#### **PROSPECTS AND OPPORTUNITIES**

Healthy growth expected, thanks to health and wellness trends and return to pre-pandemic lifestyles

E-commerce poses a challenge to bricks-and-mortar stores, which will invest in additional customer services

Lack of expansion potential for pharmacies, with independents coming under mounting pressure from larger chains

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