

## **Health and Beauty Specialists in Taiwan**

Market Direction | 2024-02-29 | 36 pages | Euromonitor

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### **Report description:**

After two years of decline, health and beauty specialists in Taiwan experienced a significant resurgence in 2022, a trend that continued into 2023. With the easing of pandemic restrictions and the removal of mask mandates, consumers eagerly returned to social activities, driving a notable uptick in beauty and cosmetic retail sales. Online channels witnessed sustained growth, reflecting shifting consumer preferences, yet physical stores also saw a resurgence as shoppers sought personalised experi...

Euromonitor International's Health and Beauty Specialists in Taiwan 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.

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reliable information resources to help drive informed strategic planning.

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