

Health and Beauty Specialists in Chile

Market Direction | 2024-03-13 | 37 pages | Euromonitor

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Report description:

Although health and beauty specialists in Chile experienced a marginal decline in 2023 across the channel, value sales remained above pre-pandemic levels. Pharmacies holds the highest share overall, in both outlet and value terms, and continued to expand its network during the year. Many local consumers have been turning to various products sold in these stores to take better care of their health and body since the pandemic. Continued expansion of the lines offered by the three main players, Cru...

Euromonitor International's Health and Beauty Specialists in Chile 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Pharmacies continues to expand, while ownership of Farmacias Ahumada is changing

Beauty specialist Maicao sees new opportunity in offering pharmacy products

By partnering with Kiko Milano, DBS Beauty Store achieves a long sought-after goal

PROSPECTS AND OPPORTUNITIES

K-Beauty to gain new followers, and focused retailers to expand store footprint

Greater competition for pharmacies likely over the forecast period

Loyalty propositions can be leveraged for increased purchases

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