

## **Health and Beauty Specialists in Sweden**

Market Direction | 2024-04-11 | 35 pages | Euromonitor

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### **Report description:**

Pharmacy chains Apotek Hjärtat (ICA Sverige) and Apoteket (Apoteket AB) continued to lead health and beauty specialists in Sweden, accounting for slightly more than one half of retail value shares in 2023. Kronans Apotek (Oriola AB) was the only other brand to hold a double-digit retail value share at the end of the review period. The leading brand, Apotek Hjärtat, benefited from a well-developed network, with its stores often located with and carrying the same loyalty programme as ICA Sverige's...

Euromonitor International's Health and Beauty Specialists in Sweden 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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Euromonitor International

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