

Health and Beauty Specialists in the US

February 2025

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Health and Beauty Specialists in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sephora's rise, Ulta's stagnation, and the power of the lipstick effect Pharmacies endures a bleak year in 2024, with no respite in sight Pharmacies continues to see disruption

PROSPECTS AND OPPORTUNITIES

Shop-in-shop expansion and online disruption The uncertain future of pharmacies in the US Growing importance of beauty loyalty programmes

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