

European Online Pharmacy Market: Analysis By Type (OTC and Rx), By Region Size And Trends With Impact Of COVID-19 And Forecast up to 2027

December 2022



Europe Online Pharmacy Market: Coverage

Executive Summary and Scope

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Europe Online Pharmacy Market: Coverage

Scope of the Report

| Attributes | Details |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title | European Online Pharmacy Market: Analysis By Type (OTC and Rx), By Region Size And Trends With Impact Of COVID-19 And Forecast up to 2027 |
| Coverage | Europe |
| Regional Coverage | Germany, the UK, Italy, France, Spain, Netherlands, Belgium, Austria, and Rest of the Europe |
| Market Influencing Variables | Growth Drivers, Challenges, Market Trends |
| Forecast Period of Market | 2022-2027 |
| Competition in the Market | Fragmented |
| Key Players | Zur Rose Group, Shop Apotheke Europe, Chemist4U, Apotea, ChemistDirect, Parafarmacia-Online, Meds Apotek AB, LloydsPharmacy, MedExpress Enterprises Ltd., UK Meds Direct Ltd., Euro-Pharmas, and Medikamente-per-klick |

Europe Online Pharmacy Market: Coverage

Executive Summary

An online pharmacy is a website offering to deliver, distribute or dispense medication on the internet directly to consumers. Internet pharmacies can be accessed globally. An online pharmacy can operate as an independent internet-only site, an online branch of a brick-and-mortar pharmacy, or a site representing a partnership among pharmacies. The European online pharmacy market in 2021 was valued at US\$17.26 billion. The value of the market is expected to reach US\$44.18 billion by 2027, growing at a CAGR of 16.95% over the projected period of 2022-2027.

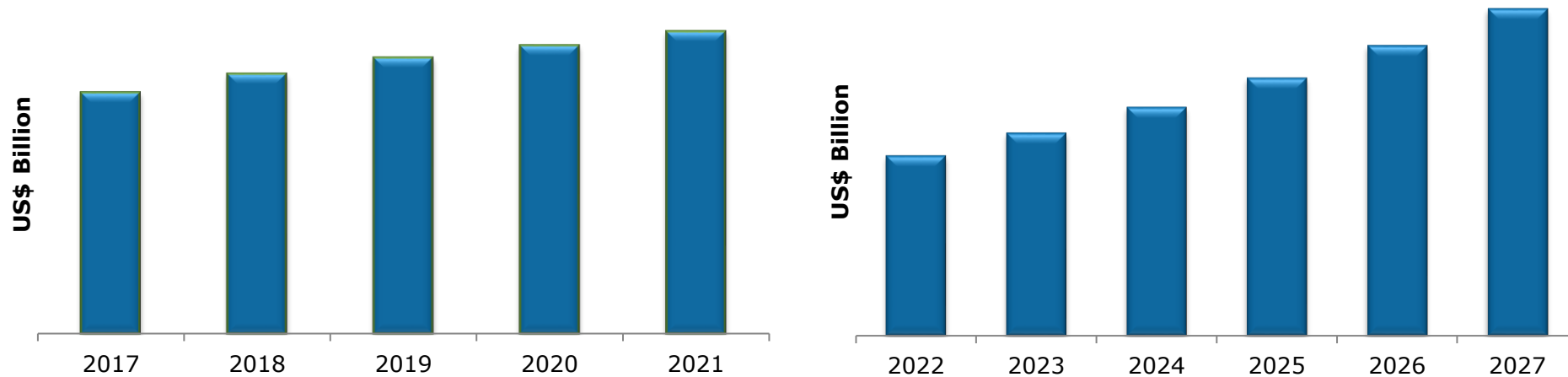
The European online pharmacy market can be segmented based on type (Online OTC and Online Rx). Online OTC lead the market with the maximum share in 2021 owing to the increasing internet penetration and increasing knowledge of the benefits of online services, particularly for over-the-counter (OTC) medications.

The COVID-19 pandemic has significantly fueled growth in the European online pharmacy market. Due to the travel bans and lockdowns, as well as the concern over contracting SARS-CoV2, more people were turning to online pharmacies to buy both prescription and OTC medications. Additionally, virtual-based teleconsultation was replacing in-person doctor appointments, which resulted in the development of digital prescriptions and further boosted the European online pharmacy market. Practices such as electronic transfer of prescriptions, and services such as the home delivery of medicines are expected to continue to some extent in the post-COVID era, thus driving the market growth.

The European online pharmacy market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2022-2027), the market would further augment at an escalating growth rate. The European online pharmacy market growth is predicted to be supported by numerous growth drivers such as the aging population, an increasing number of internet users, increasing healthcare e-commerce, convenience & lower pricing, increasing value-added services, and many other factors. Conversely, the market growth would be negatively impacted by various challenges such as the regulatory environment, cyber threats & data security, increasing practice of illegal online pharmacies, concerns with inappropriate self-diagnosis, etc. Moreover, the market growth would succeed in various market trends like integration of AI in the pharmacy sector, rising implementation of e-prescriptions, escalating adoption of new technology, etc.

Online Pharmacy Market: Europe Analysis

Europe Online Pharmacy Market by Value

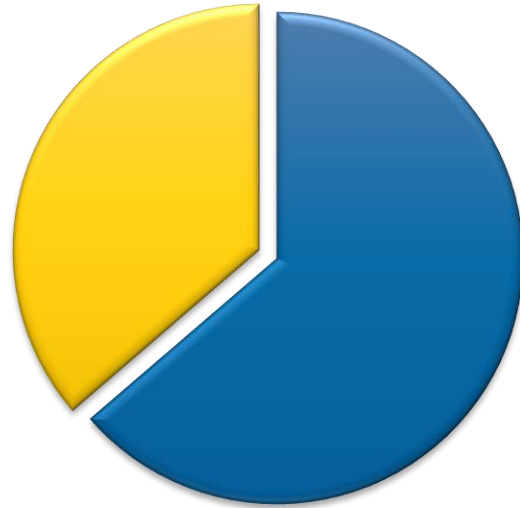


| CAGRs | |
|-----------|-----|
| 2017-2021 | xx% |
| 2022-2027 | xx% |

Europe Online Pharmacy market was valued at US\$... billion in 2021 and is anticipated to reach up to US\$... billion by 2027 from US\$... billion in 2022, with a CAGR of xx%.

Online Pharmacy Market: Europe Analysis

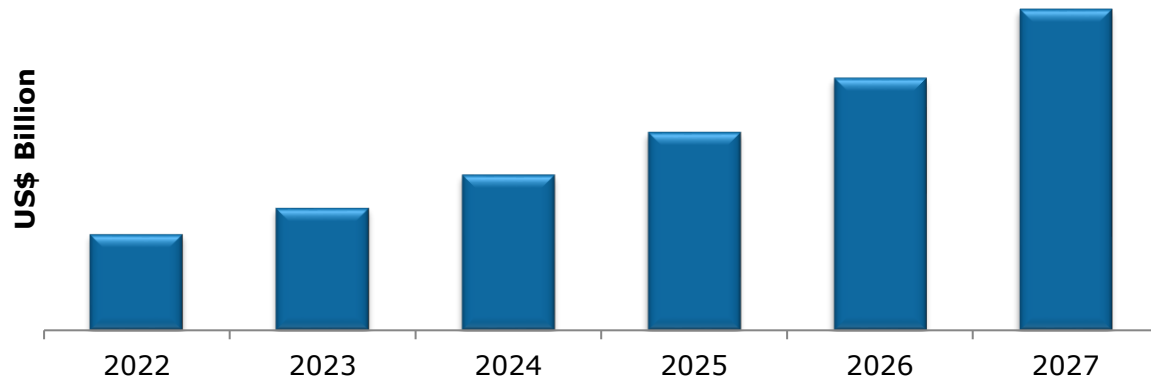
Europe Online Pharmacy Market by Type; 2021



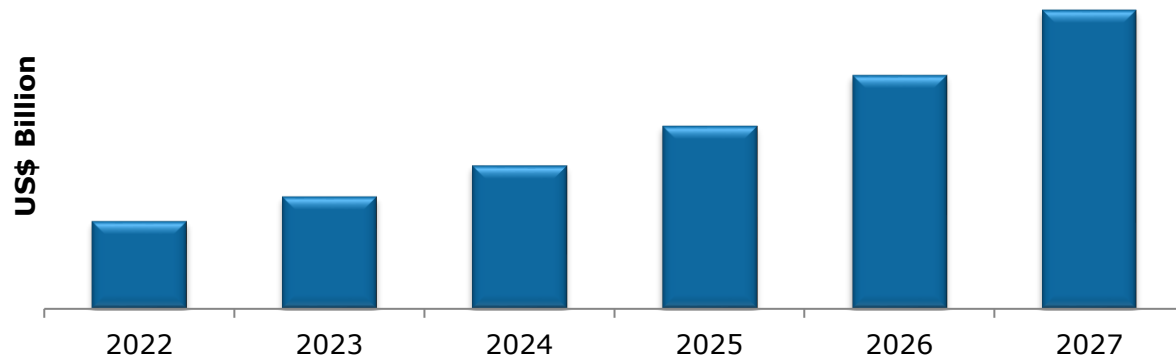
| Type | Share |
|------------|-------|
| Online OTC | xx% |
| Online Rx | xx% |

Europe Online Pharmacy Market: Type Analysis

European Online OTC Pharmacy Market by Value



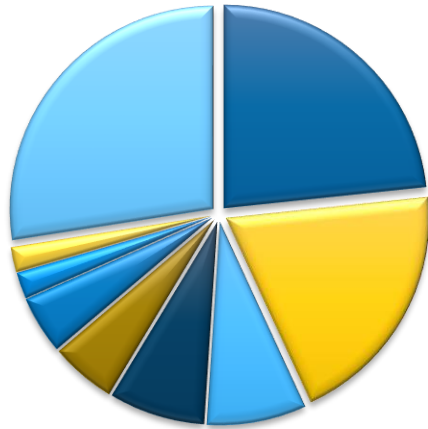
European Online Rx Pharmacy Market by Value



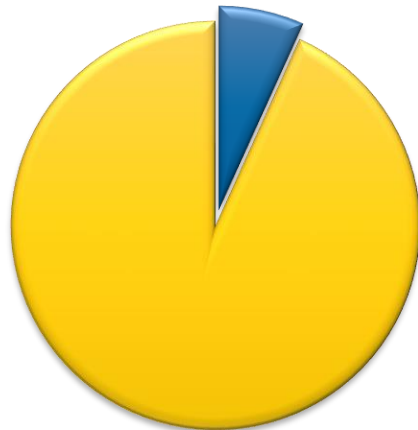
| Type | CAGR (2022-2027) |
|------------|------------------|
| Online OTC | xx% |
| Online Rx | xx% |

Europe Online Pharmacy Market: Type Analysis

European Online OTC Pharmacy Market by Region



European Online Rx Pharmacy Market by Region

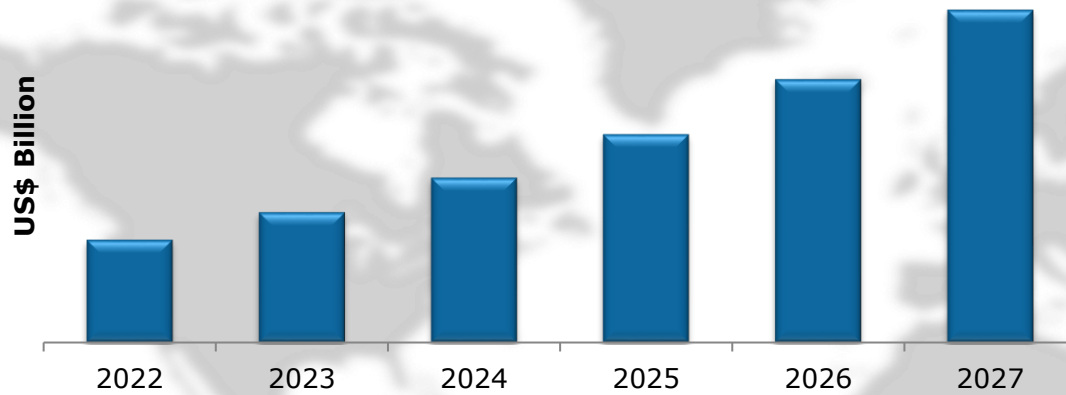


| Region | Share |
|--------------------|-------|
| Germany | xx% |
| UK | xx% |
| Italy | xx% |
| France | xx% |
| Spain | xx% |
| Netherlands | xx% |
| Belgium | xx% |
| Austria | xx% |
| Rest of the Europe | xx% |

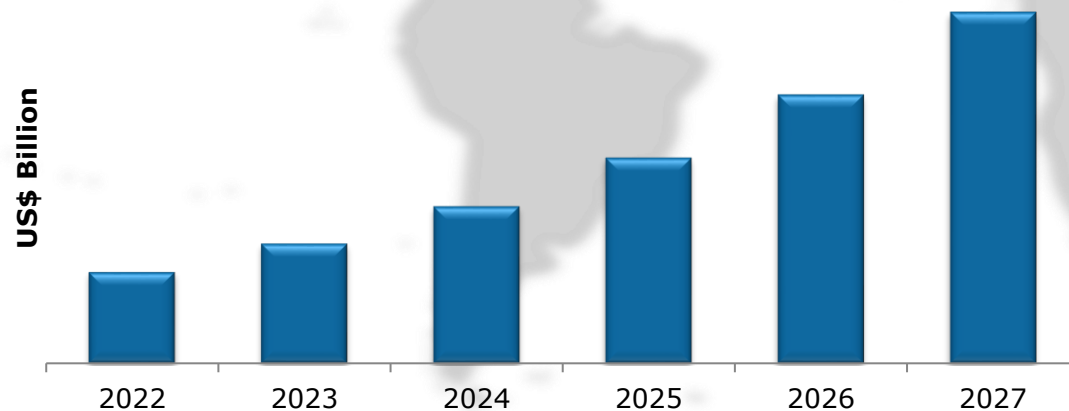
| Region | Share |
|--------------------|-------|
| Germany | xx% |
| Rest of the Europe | xx% |

Europe Online Pharmacy Market: Regional Analysis

Germany Online OTC Pharmacy Market by Value

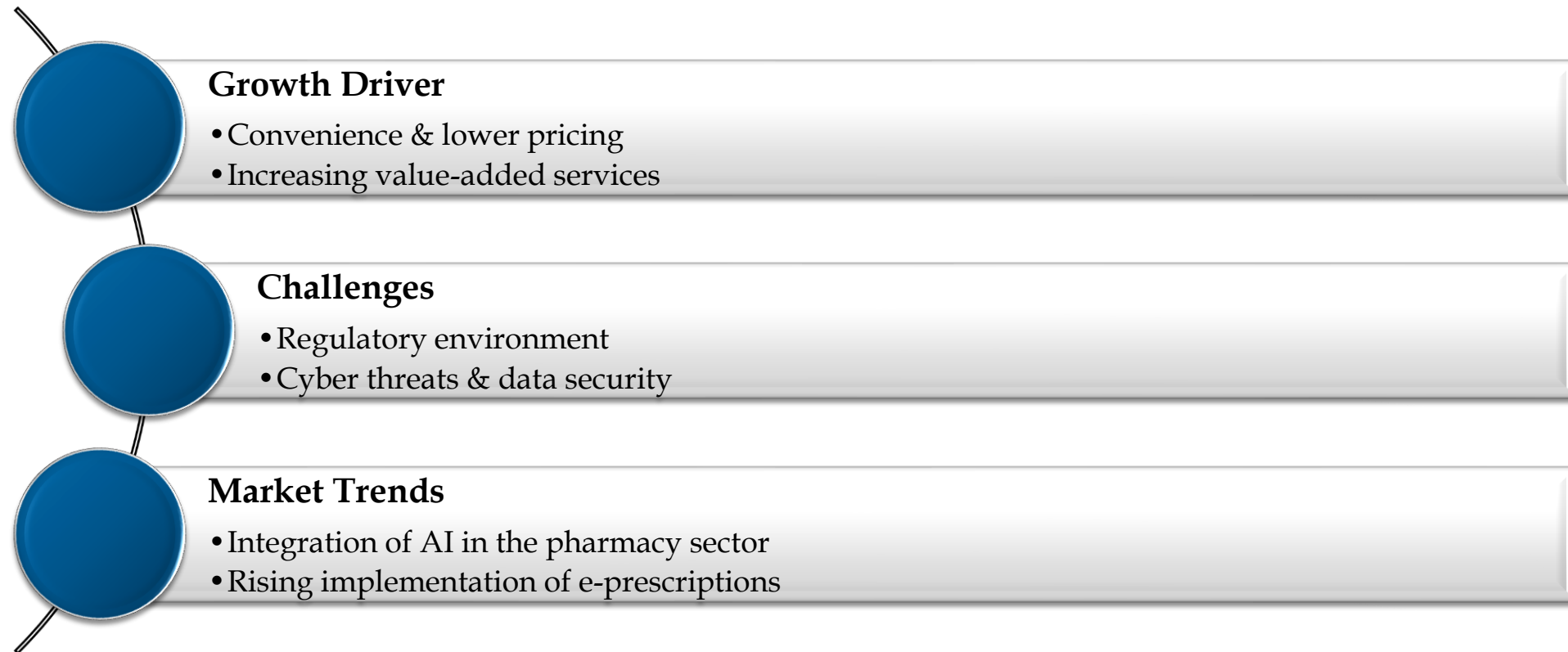


Germany Online Rx Pharmacy Market by Value



| Region | CAGR (2022-2027) |
|--------------------|------------------|
| Germany Online OTC | xx% |
| Germany Online Rx | xx% |
| UK | xx% |
| Italy | xx% |
| France | xx% |
| Spain | xx% |
| Netherlands | xx% |
| Belgium | xx% |
| Austria | xx% |
| Rest of the Europe | xx% |

Europe Online Pharmacy Market: Dynamics



Europe Online Pharmacy Market: Competitive Landscape

Players Profiled

- Zur Rose Group
- Shop Apotheke Europe
- Chemist4U
- Apotea
- ChemistDirect
- Parafarmacia-Online
- Meds Apotek AB
- LloydsPharmacy
- MedExpress Enterprises Ltd.
- UK Meds Direct Ltd.
- Euro-Pharmas
- Medikamente-per-klick

Germany Online Pharmacy Players by Market Share; 2021 (Percentage, %)

