

# India Online Healthcare Products Market Outlook to 2020 - Infusion of Online Marketplaces and Healthcare Awareness to Shape Future Growth

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## Abstracts

The Report Titled “India Online Healthcare Products Market Outlook to 2020- Infusion of Online Marketplaces and Healthcare Awareness to Shape Future Growth” provides a comprehensive analysis of the healthcare products market through online means. The report covers various aspects such as market size of online healthcare products, segmentation on the basis of product types as well as by demand from major cities. The report also provides overview of the consumer profiles, on the basis of gender, age split, mode of payment and mode of source used. In addition, the information also provides overview of major companies with their comprehensive company profiles, market share as well as business models prevalent in this market. The future of this industry has also been presented with analyst recommendations as well as the macro economic factors which have a correlation with the industry. The report also provides a detailed snapshot on India online pharmacy market.

The total revenue generated by the online sales of healthcare products in India was INR ~ million in FY’2015 which has increased from INR ~ million in FY’2012 at a CAGR of 87.4% during the period FY’2012-FY’2015. The Online healthcare products market has showcased a remarkable growth during the span of last five years on the grounds of expansion in product range as well as surge in online market places. In line with the Industry revenues, the average order size has also widely enhanced which has been registered at INR ~ during FY’2015.

India online healthcare products market is highly saturated with the type of products being offered by the industry. Protein supplements and vitamins have held the highest share in the overall GMV sales of online healthcare products market in India.

The internet penetration in India has been growing slowly and steadily due to the advent of smart phones. Hence, the Indian online retail market is confined majorly to top metropolitan, Tier 1 and Tier 2 cities. The same trend has been apparent in the online healthcare product market in India.

The industry is likely to be driven by surge in internet penetration, rising personal disposable income, lower prices relative to brick and mortar stores, stupendous growth of Indian online retail market and a large number of online players entering the online healthcare product segment. The Indian online healthcare product market is projected to grow rapidly in the future and form a major part of the Indian E-commerce industry by FY'202 and expected to reach to INR ~ million by FY'2020 at a CAGR of 46.0% during FY'2016-FY'2020. The online pharmacy market revenues are likely to enhance at a promising CAGR of 87.0% during the period FY'2016-FY'2020. ?

### **Key Topics Covered in the Report:**

The market size of India online healthcare products market in terms of GMV

The market size of India online healthcare products market in terms of average order size

The market size of India online healthcare products market in terms of number of daily orders

Market segmentation of India online healthcare products market on the basis of product category and major cities

Consumer profiles of India online healthcare market players

Business models prevalent in the Industry

Trends and developments in India online healthcare products market

SWOT analysis of online healthcare products industry

Porter's 5 force analysis of India online healthcare products industry.

Company profiles for major players in India online healthcare products market.

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India healthcare products market future outlook and projections

Snapshot for India online pharmacy market

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