

# Online Pharmacy Market in Europe- Industry Outlook and Forecast 2020-2025

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## Abstracts

Get an in-depth analysis of COVID-19 impact on the online pharmacy market in Europe.

The online pharmacy market in Europe is expected to grow at a CAGR of over 14% during the period 2019–2025.

The growing internet penetration and the high prevalence of chronic diseases in developed countries have increased the popularity of online pharmacies in recent years. Online pharmacies are the most trending developments in several developing and developed countries in Europe. As the trend from offline to online is growing, there is major growth potential for healthcare companies to grow in southern European countries such as France, Germany, Italy, and Spain. Germany is the fastest-growing regional market due to the high-speed internet availability and increased awareness of online over-the-counter benefits. France and Italy are highly established markets that contribute to significant shares in the European market.

In several European countries, the expenditure on healthcare is increasing due to the allotment of high proportion of capital in the national financial budget. The actual factors contributing include the growth in chronic diseases and the increase in the aging population. To cope with such a scenario, an increasing proportion of GDP is spent on health in developing European countries. The UK is reforming the National Health Service, which was developed over sixty years ago to optimize healthcare while seeking high efficiency savings. A greater focus is on the prevention of diseases, public health, patient empowerment, and out-of-hospital care. Government initiatives toward healthcare are likely to boost online pharmacies as consumers will be inclined toward achieving better health, resulting in increased expenditure toward non-prescription medicines. Moreover, the growth of the online pharmacy market in Europe is heavily

influenced by the growing internet penetration, implementation of e-prescriptions, improved virtual payment, and the aging population.

The following factors are likely to contribute to the growth of the online pharmacy market in Europe during the forecast period:

Growth in Internet Penetration

Increase in Economic Growth and Healthcare Expenditure

Rise in Self-medication

Availability of Large Product Offerings and Business Models

The study considers the present scenario of the online pharmacy market in Europe and its market dynamics for the period 2019-2025. It covers a detailed overview of several market growth enablers, restraints, and trends. The study offers both the demand and supply aspect of the market. It profiles and examines leading companies and other prominent companies operating in the market.

#### Online Pharmacy Market in Europe: Segmentation

This research report includes a detailed segmentation by platform, type, and geography. The over-the-counter (OTC) market is expected to grow at a CAGR of over 3% during the period 2019–2025. The segment is highly competitive and consists of several major players such as GlaxoSmithKline, PGT Healthcare, Sanofi, and Bayer. Online sales for OTC medicines have increased due to the relaxation of regulations in Europe. For example, Germany has been observing a steady growth after the introduction of NHS prescriptions, which is boosting the Europe online pharmacy market. In addition, the range of medicines covered under insurance schemes has also been reduced, thereby driving the virtual sales of OTC medicines.

The increasing proliferation of e-prescriptions is expected to drive the prescription medicine segment during the forecast period. The use of e-prescription is an important policy to improve healthcare in Europe. The policy aims to have a cross-border electronic healthcare system, which will enable citizens to obtain and use e-prescriptions anywhere in Europe. E-prescriptions are in demand due to the error-free prescription process and constant government efforts toward quality and affordable

healthcare. The uneven proportion of patient-specialists further increases the need for accurate e-prescribing arrangements. Errors in prescription can occur due to a variety of reasons. Hence, e-prescriptions are expected to boost the online pharmacy industry as they will allow easy exchange and upload of prescriptions without having patients to scan the prescription to upload it. In 2018, approximately 1.5% of all prescription drugs in Germany were sold via online channels. The country is likely to introduce e-prescriptions in 2020, which is expected to open immense market opportunities for vendors.

In 2017, there were nearly 470 million unique mobile subscribers in Europe. In eastern and central Europe, the number is comparatively less than in Western Europe. In 2019, over 45% of residents in Western Europe used tablets, which are more than double of 21% user rate in Central and Eastern regions. The availability of high-speed broad internet and the increase in disposable incomes among Western Europe consumers are influencing the proliferation of mobile phones. The smartphone penetration in Western Europe is over 77%, followed by Eastern region with over 60%. In Western region, the share of mobile broadband subscriptions is high due to well-developed WCDMA networks and early LTE rollout. However, 4G is expected to reach its peak by 2023 as consumers are expected to upgrade to 5G services. In addition, there will be around 205 million 5G connections in Europe by 2025, which will be around 30% of total connections. Hence, the increasing penetration of mobile phones is expected to help the mobile segment to gain market shares during the forecast period.

## Market Segmentation by Type

OTC

Prescription

## Market Segmentation by Platform

Mobile

Desktop

## Insights by Geography

The Europe online pharmacy market is concentrated in Germany, the UK, and France due to the presence of several vendors. While the growth of e-prescriptions and the tech-savvy population is growing across the region irrespective of demographic variabilities, the market is set to witness growth in the future. With the growing health awareness and increasing internet penetration, there is a high possibility of mobile and desktop owners opting for online medicine purchasing.

Germany is the largest online pharmacy market, with approximately 56% of the market shares in 2019. The UK and France are the second and third largest market, respectively and are likely to grow at the fastest rates due to growing mobile penetration, increasing the aging population, rising chronic diseases, growing strategic collaborations with health tech companies, and improving virtual payment modules.

### Key Profiled Countries

France

Germany

UK

Italy

Spain

Netherlands

Switzerland

Poland

Sweden

Russia

Czech Republic

### Insights by Vendors

The Europe online pharmacy market is growing, and it has achieved popularity and high penetration in the region, especially in the UK, Germany, the Netherlands, and Switzerland. However, there are no significant developments in countries such as Spain, Italy, Poland, and the Czech Republic, where there are immense opportunities for vendors to expand. The rapidly changing technological environment such as internet penetration and devices used to access the internet could be beneficial for vendors as these factors are leading to growth in online retail sales, thereby expecting to drive online pharmacy sales in the region. The present scenario is driving vendors to change and refine their unique value proposition to achieve a strong market presence. There is intense competition among vendors for the market share. Before online pharmacy, independent brick and mortar, as well as chain pharmacies, had a strong foothold in the market. The entry of major online pharmacies and will to expand in Europe and around the world had led them to acquire many renowned companies in the market.

#### Key Vendors

Zur Rose Group

SHOP APOTHEKE

#### Other Vendors

UK Meds

AMX Holdings

Parafarmacia-online

Newpharma

MonCoinSant?

MEDS

AZETA

Lloyds Pharmacy

Oxford Online Pharmacy

Chemist 4 U

Simple Online Pharmacy

myCARE

The Canadian Pharmacy

Juvalis

Apotea

Chemistdirect

L?k?rna WPK

Pharmacy2U

Index Medical

inhousePharmacy

Prvalekarna

Cocooncente

DeOnlineDrogist

MedExpress

Farmacia Internacional

Lekarnar

BestPharmacy

Pharm24

Pharmacy4u

Vamida

## Key Market Insights

The analysis of the online pharmacy market in Europe provides sizing and growth opportunities for the forecast period 2020–2025.

Provides comprehensive insights on the latest industry trends, forecast, and growth drivers in the market.

Includes a detailed analysis of growth drivers, challenges, and investment opportunities.

Delivers a complete overview of segments and the regional outlook of the market.

Offers an exhaustive summary of the vendor landscape, competitive analysis, and key strategies to gain competitive advantage.

## Contents

### **1 RESEARCH METHODOLOGY**

### **2 RESEARCH OBJECTIVES**

### **3 RESEARCH PROCESS**

### **4 SCOPE & COVERAGE**

#### 4.1 Market Definition

##### 4.1.1 Inclusions

##### 4.1.2 Exclusions

#### 4.2 Base Year

#### 4.3 Scope of The Study

##### 4.3.1 Market Segmentation by Geography

### **5 REPORT ASSUMPTIONS & CAVEATS**

#### 5.1 Key Caveats

#### 5.2 Currency Conversion

#### 5.3 Market Derivation

### **6 MARKET AT A GLANCE**

### **7 INTRODUCTION**

#### 7.1 Overview

### **8 MARKET OPPORTUNITIES & TRENDS**

#### 8.1 Rise in Economic Growth, Per Capita Income, & Healthcare Spend Expenditure

#### 8.2 Increase in Health Awareness & Demand for Self-Medication

#### 8.3 Increased Collaboration Among Stakeholders

#### 8.4 Large Product Offering, Competitive Price, Heavy Promotion, & Different Business Models

### **9 MARKET GROWTH ENABLERS**



- 9.1 Growing Internet Penetration
- 9.2 Rising Implementation Of E-Prescriptions in Hospitals and Other Healthcare Services
- 9.3 Improving Online Payment
- 9.4 Increase in Chronic Diseases and Ageing Population

## **10 MARKET RESTRAINTS**

- 10.1 Amazon Set to Enter Online Pharmacy Market
- 10.2 Strict Regulatory Frameworks to Curb Illegal Online Pharmacy Practices
- 10.3 Stiff Competition
- 10.4 Concentrated Market

## **11 MARKET LANDSCAPE**

- 11.1 Market Overview
- 11.2 Market Size & Forecast
- 11.3 Market by Country
- 11.4 Five Forces Analysis
  - 11.4.1 Threat of New Entrants
  - 11.4.2 Bargaining Power of Suppliers
  - 11.4.3 Bargaining Power of Buyers
  - 11.4.4 Threat of Substitutes
  - 11.4.5 Competitive Rivalry

## **12 MEDICINE TYPE**

- 12.1 Market Snapshot & Growth Engine
- 12.2 Market Overview
- 12.3 OTC Medicines
  - 12.3.1 Market Size & Forecast
  - 12.3.2 Market Size & Forecast by Country
- 12.4 Prescription Medicines
  - 12.4.1 Market Size & Forecast
  - 12.4.2 Market Size & Forecast by Country

## **13 PLATFORM TYPE**

- 13.1 Market Snapshot & Growth Engine
- 13.2 Market Overview
- 13.3 Mobile
  - 13.3.1 Market Size & Forecast
  - 13.3.2 Market Size & Forecast by Country
- 13.4 Desktop
  - 13.4.1 Market Size & Forecast
  - 13.4.2 Market by Country

## **14 COUNTRY SEGMENTATION**

- 14.1 Market Snapshot & Growth Engine
- 14.2 Country Overview

## **15 GERMANY**

- 15.1 Market Size & Forecast
- 15.2 Medicine Type
  - 15.2.1 Market Size & Forecast
- 15.3 Platform Type
  - 15.3.1 Market Size & Forecast

## **16 UK**

- 16.1 Market Size & Forecast
- 16.2 Medicine Type
  - 16.2.1 Market Size & Forecast
- 16.3 Platform Type
  - 16.3.1 Market Size & Forecast

## **17 FRANCE**

- 17.1 Market Size & Forecast
- 17.2 Medicine Type
  - 17.2.1 Market Size & Forecast
- 17.3 Platform Type
  - 17.3.1 Market Size & Forecast

## **18 ITALY**

18.1 Market Size & Forecast

18.2 Medicine Type

18.2.1 Market Size & Forecast

18.3 Platform Type

18.3.1 Market Size & Forecast

## **19 SPAIN**

19.1 Market Size & Forecast

19.2 Medicine Type

19.2.1 Market Size & Forecast

19.3 Platform Type

19.3.1 Market Size & Forecast

## **20 SWEDEN**

20.1 Market Size & Forecast

20.2 Medicine Type

20.2.1 Market Size & Forecast

20.3 Platform Type

20.3.1 Market Size & Forecast

## **21 THE NETHERLANDS**

21.1 Market Size & Forecast

21.2 Medicine Type

21.2.1 Market Size & Forecast

21.3 Platform Type

21.3.1 Market Size & Forecast

## **22 POLAND**

22.1 Market Size & Forecast

22.2 Medicine Type

22.2.1 Market Size & Forecast

22.3 Platform Type

22.3.1 Market Size & Forecast

## **23 SWITZERLAND**

### 23.1 Market Size & Forecast

### 23.2 Medicine Type

#### 23.2.1 Market Size & Forecast

### 23.3 Platform Type

#### 23.3.1 Market Size & Forecast

## **24 RUSSIA**

### 24.1 Market Size & Forecast

### 24.2 Medicine Type

#### 24.2.1 Market Size & Forecast

### 24.3 Platform Type

#### 24.3.1 Market Size & Forecast

## **25 THE CZECH REPUBLIC**

### 25.1 Market Size & Forecast

### 25.2 Medicine Type

#### 25.2.1 Market Size & Forecast

### 25.3 Platform Type

#### 25.3.1 Market Size & Forecast

## **26 COMPETITIVE LANDSCAPE**

### 26.1 Competition Overview

## **27 KEY COMPANY PROFILES**

### 27.1 Zur Rose Group

#### 27.1.1 Business Overview

#### 27.1.2 Key Strategies

#### 27.1.3 Key Strengths

#### 27.1.4 Key Opportunities

### 27.2 Shop Apotheke

#### 27.2.1 Business Overview

#### 27.2.2 Key Strategies

#### 27.2.3 Key Strengths

#### 27.2.4 Key Opportunities

## **28 OTHER PROMINENT VENDORS**

### **28.1 UK MEDS**

#### 28.1.1 Business Overview

#### 28.1.2 Key Strategies

#### 28.1.3 Key Strengths

### **28.2 AMX HOLDINGS**

#### 28.2.1 Business Overview

#### 28.2.2 Key Strategies

#### 28.2.3 Key Strengths

### **28.3 PARAFARMACIA-ONLINE**

#### 28.3.1 Business Overview

#### 28.3.2 Key Strategies

#### 28.3.3 Key Strengths

### **28.4 NEWPHARMA**

#### 28.4.1 Business Overview

#### 28.4.2 Key Strategies

#### 28.4.3 Key Strengths

### **28.5 MONCOINSANT?**

#### 28.5.1 Business Overview

#### 28.5.2 Key Strategies

#### 28.5.3 Key Strengths

### **28.6 MEDS**

#### 28.6.1 Business Overview

#### 28.6.2 Key Strategies

#### 28.6.3 Key Strength

### **28.7 AZETA**

#### 28.7.1 Business Overview

#### 28.7.2 Key Strategies

#### 28.7.3 Key Strength

### **28.8 LLOYDS PHARMACY**

#### 28.8.1 Business Overview

#### 28.8.2 Key Strategy

#### 28.8.3 Key Strengths

### **28.9 OXFORD ONLINE PHARMACY**

#### 28.9.1 Business Overview

#### 28.9.2 Key Strategy

- 28.9.3 Key Strengths
- 28.10 CHEMIST 4 U
  - 28.10.1 Business Overview
  - 28.10.2 Key Strategies
  - 28.10.3 Key Strength
- 28.11 Simple Online Pharmacy
  - 28.11.1 Business Overview
  - 28.11.2 Key Strategy
  - 28.11.3 Key Strength
- 28.12 Mycare
  - 28.12.1 Business Overview
  - 28.12.2 Key Strategy
  - 28.12.3 Key Strengths
- 28.13 The Canadian Pharmacy
  - 28.13.1 Business Overview
  - 28.13.2 Key Strategy
  - 28.13.3 Key Strength
- 28.14 Juvalis
  - 28.14.1 Business Overview
  - 28.14.2 Key Strengths
  - 28.14.3 Key Strategies
- 28.15 APOTEA
  - 28.15.1 Business Overview
  - 28.15.2 Key Strategies
  - 28.15.3 Key Strengths
- 28.16 CHEMISTDIRECT
  - 28.16.1 Business Overview
  - 28.16.2 Key Strategy
  - 28.16.3 Key Strengths
- 28.17 L?k?na WPK
  - 28.17.1 Key Strength
  - 28.17.2 Key Strategy
- 28.18 PHARMACY2U
  - 28.18.1 Business Overview
  - 28.18.2 Key Strategies
  - 28.18.3 Key Strengths
- 28.19 Index Medical
  - 28.19.1 Business overview
  - 28.19.2 Key Strategy

- 28.19.3 Key Strengths
- 28.20 INHOUSEPHARMACY
  - 28.20.1 Business overview
  - 28.20.2 Key Strategy
  - 28.20.3 Key Strength
- 28.21 PRVALEKARNA
  - 28.21.1 Business Overview
  - 28.21.2 Key Strategy
  - 28.21.3 Key Strength
- 28.22 COCOONCENTE
  - 28.22.1 Business Overview
  - 28.22.2 Key Strategies
  - 28.22.3 Key Strength
- 28.23 DEONLINEDROGIST
  - 28.23.1 Business Overview
  - 28.23.2 Key Strategy
  - 28.23.3 Key Strengths
- 28.24 MEDEXPRESS
  - 28.24.1 Business Overview
  - 28.24.2 Key Strategy
  - 28.24.3 Key Strength
- 28.25 FARMACIA INTERNACIONAL
  - 28.25.1 Business Overview
  - 28.25.2 Key Strategies
  - 28.25.3 Key Strength
- 28.26 LEKARNAR
  - 28.26.1 Business Overview
  - 28.26.2 Key Strategies
  - 28.26.3 Key Strengths
- 28.27 BESTPHARMACY
  - 28.27.1 Business Overview
  - 28.27.2 Key Strategies
  - 28.27.3 Key Strengths
- 28.28 PHARM24
  - 28.28.1 Business Overview
  - 28.28.2 Key Strategies
  - 28.28.3 Key Strengths
- 28.29 PHARMACY4U
  - 28.29.1 Business Overview

28.29.2 Key Strategy

28.29.3 Key Strength

## 28.30 VAMIDA

28.30.1 Business Overview

28.30.2 Key Strategies

28.30.3 Key Strengths

## **29 REPORT SUMMARY**

29.1 Key Takeaways

29.2 Strategic Recommendations

## **30 QUANTITATIVE SUMMARY**

### 30.1 Medicine Type

30.1.1 Europe: Market Size & Forecast

30.1.2 OTC Medicine: Market Size & Forecast

30.1.3 Prescription Medicine: Market Size & Forecast

### 30.2 Platform Type

30.2.1 Europe: Market Size & Forecast

30.2.2 Desktop: Market Size & Forecast

30.2.3 Mobile: Market Size & Forecast

### 30.3 Germany

30.3.1 Medicine Type

30.3.2 Platform Type

### 30.4 UK

30.4.1 Medicine Type

30.4.2 Platform Type

### 30.5 France

30.5.1 Medicine Type

30.5.2 Platform Type

### 30.6 Italy

30.6.1 Medicine Type

30.6.2 Platform Type

### 30.7 Spain

30.7.1 Medicine Type

30.7.2 Platform Type

### 30.8 SWEDEN

30.8.1 Medicine Type



- 30.8.2 Platform Type
- 30.9 Netherlands
  - 30.9.1 Medicine Type
  - 30.9.2 Platform Type
- 30.10 Poland
  - 30.10.1 Medicine Type
  - 30.10.2 Platform Type
- 30.11 Switzerland
  - 30.11.1 Medicine Type
  - 30.11.2 Platform Type
- 30.12 Russia
  - 30.12.1 Medicine Type
  - 30.12.2 Platform Type
- 30.13 The Czech Republic
  - 30.13.1 Medicine Type
  - 30.13.2 Platform Type

## **31 APPENDIX**

- 31.1 Abbreviation

## List Of Exhibits

### LIST OF EXHIBITS

- Exhibit 1 Segmentation of Online Pharmacy Market in Europe
- Exhibit 2 Market Size Calculation Approach 2019
- Exhibit 3 Various Stakeholders in Online Pharmacy Market
- Exhibit 4 Online Pharmacy: Basic Revenue System
- Exhibit 5 Online Pharmacy Market in Europe: Overview
- Exhibit 6 Impact of Rise in Economic Growth, Per Capita Income, & Healthcare Expenditure
- Exhibit 7 EU: Real GDP Growth Rate 2014?2024
- Exhibit 8 GDP of selected European countries 2018 (\$ billion)
- Exhibit 9 Countries in Europe with the highest GDP (2019)
- Exhibit 10 Per Capita Income in European Countries 2013?2018 (\$)
- Exhibit 11 Impact of Increase in Health Awareness & Demand for Self-medication
- Exhibit 12 Sales of Self Medication in Selected Europe countries (\$ million)
- Exhibit 13 Impact of Increased Collaboration among Stakeholders
- Exhibit 14 Gross Health Claim Paid on European Insurance Market (\$ million)
- Exhibit 15 Impact of Large Product Offering, Competitive Price, Heavy Promotion, & Different Business Models
- Exhibit 16 Online Advertisement Spending in Europe (\$ billion)
- Exhibit 17 Impact of Growing Internet Penetration
- Exhibit 18 Internet Penetration Growth in Selected European Countries 2009?2019
- Exhibit 19 Internet Availability to Households across Europe (2019)
- Exhibit 20 Impact of Rising Implementation of E-Prescriptions in Hospitals and Other Healthcare Services
- Exhibit 21 Impact of Improving Online Payment
- Exhibit 22 Penetration of Different Mode of Payment in Europe (2017)
- Exhibit 23 Impact of increase in chronic diseases and ageing population
- Exhibit 24 Percentage of Seniors Aged Above 65 years with a Selected Number of Chronic Diseases by Country in 2017
- Exhibit 25 Impact of Amazon Set to Enter Online Pharmacy Market
- Exhibit 26 Impact of Strict Regulatory Frameworks to curb Illegal Online Pharmacy Practices
- Exhibit 27 Impact of Stiff Competition
- Exhibit 28 Impact of Concentrated Market
- Exhibit 29 Factors Driving Online OTC Medicine Market in Europe
- Exhibit 30 Europe Online Pharmacy Market 2019–2025 (\$ million)

- Exhibit 31 Five Forces Analysis 2019
- Exhibit 32 Incremental Growth by Medicine Type 2019 & 2025
- Exhibit 33 Europe: Online Pharmacy Market by Medicine Type: An Overview
- Exhibit 34 Europe: Online Pharmacy Market by Medicine Type 2019 & 2025 (% share)
- Exhibit 35 Online OTC Medicine Market in Europe 2019?2025 (\$ million)
- Exhibit 36 Segment Share of Various OTC Medicines in Europe (2017)
- Exhibit 37 Online Prescription Medicine Market in Europe 2019?2025 (\$ million)
- Exhibit 38 Incremental Growth by Platform Type 2019 & 2025
- Exhibit 39 Europe: Online Pharmacy Market by Platform Type: An Overview
- Exhibit 40 Europe: Online Pharmacy Market by Platform Type 2019 & 2025 (% share)
- Exhibit 41 Mobile Pharmacy Market in Europe 2019?2025 (\$ million)
- Exhibit 42 Number of Mobile Users in Europe (\$ millions)
- Exhibit 43 Smartphone Ownership Rate by Country in 2018
- Exhibit 44 Desktop-based Online Pharmacy Market in Europe 2019–2025 (\$ million)
- Exhibit 45 Personal Computer Penetration Per Capita in Western Europe 2014?2019
- Exhibit 46 Desktop Penetration in the UK 2015?2019
- Exhibit 47 Incremental Growth by Country 2019 & 2025
- Exhibit 48 Online Pharmacy Market Share in Europe by Countries (2019)
- Exhibit 49 Expected Online Pharmacy Market Share in Europe by Countries (2025)
- Exhibit 50 Internet Penetration in Germany 2010?2018
- Exhibit 51 Online Pharmacy Market in Germany 2019?2025 (\$ million)
- Exhibit 52 Online Pharmacy Market in Germany by Medicine Type 2019?2025 (\$ million)
- Exhibit 53 Online Pharmacy Market in Germany by Platform Type 2019?2025 (\$ million)
- Exhibit 54 Increasing Internet Penetration in UK 2012?2017
- Exhibit 55 Increasing E-commerce Sales in UK 2014?2018 (\$ billion)
- Exhibit 56 Number of Online Pharmacies in England 2014?2018
- Exhibit 57 No. of Community Pharmacy in England is Decreasing from 2014?2019
- Exhibit 58 UK Online Pharmacy Market 2019?2025(\$ million)
- Exhibit 59 Online Pharmacy Market in UK by Medicine Type 2019?2025 (\$ million)
- Exhibit 60 Online Pharmacy Market in UK by Platform Type 2019?2025 (\$ million)
- Exhibit 61 Increasing Internet Penetration in France 2015?2018
- Exhibit 62 Online Pharmacy Market in France 2019?2025 (\$ million)
- Exhibit 63 Online Pharmacy Market in France by Medicine Type 2019?2025 (\$ million)
- Exhibit 64 Online Pharmacy Market in France by Platform Type 2019?2025 (\$ million)
- Exhibit 65 Internet Penetration Rate in Italy 2010?2018
- Exhibit 66 Online Pharmacy Market in Italy 2019?2025 (\$ million)
- Exhibit 67 Online Pharmacy Market in Italy by Medicine Type 2019?2025 (\$ million)
- Exhibit 68 Online Pharmacy Market in Italy by Platform Type 2019?2025 (\$ million)

- Exhibit 69 Online Pharmacy Market in Spain 2019?2025 (\$ million)
- Exhibit 70 Online Pharmacy Market in Spain by Medicine Type 2019?2025 (\$ million)
- Exhibit 71 Online Pharmacy Market in Spain by Platform Type 2019?2025 (\$ million)
- Exhibit 72 Share of the Population with Access to the Internet at Home in Sweden 2015?2019
- Exhibit 73 Number of Brick and Mortar Stores in Sweden 2014?2018
- Exhibit 74 Online Pharmacy Market in Sweden 2019?2025 (\$ million)
- Exhibit 75 Online Pharmacy Market in Sweden by Medicine Type 2019?2025 (\$ million)
- Exhibit 76 Online Pharmacy Market in Sweden by Platform Type 2019?2025 (\$ million)
- Exhibit 77 Number of Brick and Mortar Pharmacies in Netherlands 2014?2018
- Exhibit 78 Online Pharmacy Market in Netherlands 2019?2025 (\$ million)
- Exhibit 79 Online Pharmacy Market in the Netherlands by Medicine Type 2019?2025 (\$ million)
- Exhibit 80 Online Pharmacy Market in the Netherlands by Platform Type 2019?2025 (\$ million)
- Exhibit 81 Poland Online Pharmacy Market 2019?2025 (\$ million)
- Exhibit 82 Online Pharmacy Market in Poland by Medicine Type 2019?2025 (\$ million)
- Exhibit 83 Online Pharmacy Market in Poland by Platform Type 2019?2025 (\$ million)
- Exhibit 84 Internet User Penetration in Switzerland 2013?2017
- Exhibit 85 Mobile Internet Penetration in Switzerland 2015?2019
- Exhibit 86 Online Pharmacy Market in Switzerland 2019?2025 (\$ million)
- Exhibit 87 Online Pharmacy Market in Switzerland by Medicine Type 2019?2025 (\$ million)
- Exhibit 88 Online Pharmacy Market in Switzerland by Platform Type 2019?2025 (\$ million)
- Exhibit 89 Number of Online Orders in Russia for 2017?2018
- Exhibit 90 Online Pharmacy Market in Russia 2019?2025 (\$ million)
- Exhibit 91 Online Pharmacy Market in Russia by Medicine Type 2019?2025 (\$ million)
- Exhibit 92 Online Pharmacy Market in Russia by Platform Type 2019?2025 (\$ million)
- Exhibit 93 Internet Penetration Rate in Czech Republic 2015?2019
- Exhibit 94 Online Pharmacy Market in Czech Republic 2019?2025 (\$ million)
- Exhibit 95 Online Pharmacy Market in Czech Republic by Medicine Type 2019?2025 (\$ million)
- Exhibit 96 Online Pharmacy Market in Czech Republic by Platform Type 2019?2025 (\$ million)

## List Of Tables

### LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2019

Table 3 Online Pharmacy Market in Europe by Country 2019?2025 (\$ million)

Table 4 Online OTC Medicine Market in Europe by Countries 2019?2025 (\$ million)

Table 5 VAT Percentage for medicine type for selected countries

Table 6 Online Prescription Medicines Market in Europe by Country 2019?2025 (\$ million)

Table 7 Mobile Pharmacy Market in Europe by Country 2019?2025 (\$ million)

Table 8 Desktop-based Online Pharmacy Market in Europe by Country 2019?2025 (\$ million)

Table 9 Online Pharmacy Market in Europe by Medicine Type 2019?2025 (\$ million)

Table 10 Online OTC Medicine Market in Europe by Country 2019?2025 (\$ million)

Table 11 Online Prescription Medicine Market in Europe for by Country 2019?2025 (\$ million)

Table 12 Online Pharmacy Market in Europe by Platform Type 2019?2025 (\$ million)

Table 13 Desktop-based Online Pharmacy Market in Europe by Country 2019?2025 (\$ million)

Table 14 Mobile Pharmacy Market in Europe by Country 2019?2025 (\$ million)

Table 15 Online Pharmacy Market in Germany by Medicine Type 2019?2025 (\$ million)

Table 16 Online Pharmacy Market in Germany by Platform Type 2019?2025 (\$ million)

Table 17 Online Pharmacy Market in UK by Medicine Type 2019?2025 (\$ million)

Table 18 Online Pharmacy Market in UK by Platform Type 2019?2025 (\$ million)

Table 19 Online Pharmacy Market in France by Medicine Type 2019?2025 (\$ million)

Table 20 Online Pharmacy Market in France by Platform Type 2019?2025 (\$ million)

Table 21 Online Pharmacy Market in Italy by Medicine Type 2019?2025 (\$ million)

Table 22 Online Pharmacy Market in Italy by Platform Type 2019?2025 (\$ million)

Table 23 Online Pharmacy Market in Spain by Medicine Type 2019?2025 (\$ million)

Table 24 Online Pharmacy Market in Spain by Platform Type 2019?2025 (\$ million)

Table 25 Online Pharmacy Market in Sweden by Medicine Type 2019?2025 (\$ million)

Table 26 Online Pharmacy Market in Sweden by Platform Type 2019?2025 (\$ million)

Table 27 Online Pharmacy Market in Netherlands by Medicine Type 2019?2025 (\$ million)

Table 28 Online Pharmacy Market in Netherlands by Platform Type 2019?2025 (\$ million)

Table 29 Online Pharmacy Market in Poland by Medicine Type 2019?2025 (\$ million)

Table 30 Online Pharmacy Market in Poland by Platform Type 2019?2025 (\$ million)

Table 31 Online Pharmacy Market in Switzerland by Medicine Type 2019?2025 (\$ million)

Table 32 Online Pharmacy Market in Switzerland by Platform Type 2019?2025 (\$ million)

Table 33 Online Pharmacy Market in Russia by Medicine Type 2019?2025 (\$ million)

Table 34 Online Pharmacy Market in Russia by Platform Type 2019?2025 (\$ million)

Table 35 Online Pharmacy Market in Czech Republic by Medicine Type 2019?2025 (\$ million)

Table 36 Online Pharmacy Market in Czech Republic by Platform Type 2019?2025 (\$ million)

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