

Global Digital Pharmacy Market Size study, By Products (Medicines & Treatments, Personal Care Products, Vitamins & Supplements, Other Products), By Platform (Apps, Websites), By Business Model (Captive, Franchise, Aggregator), and Regional Forecasts 2022-2028

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Abstracts

Global Digital Pharmacy Market is valued at approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2028. A digital pharmacy refers to a business that deals with the arrangement and sale of non-prescribed and prescribed drugs on an online mode. Digital pharmacy enables customers to place their orders digitally and send drugs to their destination. The growing geriatric population, rising consumer inclination toward purchasing online medicines, and rising consolidation in the market and partnerships are several prominent factors fostering the market demand across the globe. In addition, the surging adoption of smartphones, along with a rapid proliferation of internet across both urban and rural areas is positively influencing the market demand. For instance, in India, the e-pharma sector is anticipated to boost at a significant pace in which the chronic medicine market for online pharmacies was estimated to be worth nearly USD 360 million in 2019. Also, it is projected that the segment is likely to go up to 10 billion dollars by 2023. Consequentially, the rising preference for e-pharmacy is bolstering the growth of the market in the near future. However, the risk of counterfeit drugs and the increasing number of illegal pharmacies impede the growth of the market over the forecast period of 2022-2028. Also, the increasing digitalization in healthcare services and growing benefits of e-commerce are anticipated to act as catalyzing factors for the market demand during the forecast period.

The key regions considered for the global Digital Pharmacy Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the region being the early adopter of novel technologies and the presence of a huge patient pool. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the increasing prevalence of various acute and chronic diseases, the growing geriatric population, and rapid digitalization, would create lucrative growth prospects for the Digital Pharmacy Market across the Asia-Pacific region.

Major market players included in this report are:

CVS Health

Cigna

Walgreen Co.

Walmart Inc.

The Kroger Co.

Amazon.com, Inc.

Costco Wholesale Corporation

Rite Aid Corp.

Hims & Hers Health, Inc.

PharmEasy

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Products:

Medicines & Treatments

Personal Care Products

Vitamins & Supplements

Other Products

By Platform:

Apps

Websites

By Business Model:

Captive

Franchise

Aggregator

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Digital Pharmacy Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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