

Global E-pharmacy Beauty and Personal Care (BPC) Market Size study & Forecast, by Personal Care Product (Skincare, Bath & Shower Products, Oral Products), by Beauty Product (Facial Cosmetics, Eye Cosmetics, Lip & Nail Makeup Products, Hair Styling & Coloring), by Customer Orientation (Male, Female, Kids) and Regional Analysis, 2022-2029

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Abstracts

Global E-pharmacy Beauty and Personal Care (BPC) Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. E-pharmacy Beauty and Personal Care (BPC) is a business model in which online pharmacies take orders online and send the drugs to their destination by post. In order to purchase medicines through E-pharmacy portals, customers need to submit a copy of their scanned prescriptions with the help of the website and smartphone-based application. Further, this prescription is directed to registered pharmacists located in a nearby e-pharmacy warehouse. The increasing usage of smartphones worldwide and growing preference towards digital transactions are key factors driving the market growth.

The adoption of smartphones is increasing worldwide due to increasing affordability and availability of high-speed network infrastructure. For instance – as per Statista – in 2019, global smartphone subscriptions were estimated at 5623 million, and this number further increased to 6259 million in 2021. Furthermore, as per projections, the number of smartphone subscriptions worldwide would grow to 7514 million in 2026, and 7690 million in 2027. Also, increasing penetration of high-speed internet services in developing regions and rising emergence of direct-to-consumer brands would create a lucrative growth prospectus for the market over the forecast period. However, security

and privacy concerns associated with online transactions stifle market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global E-pharmacy Beauty and Personal Care (BPC) Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the presence of leading market players and availability of high-speed internet infrastructure in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising penetration of smartphones and availability of affordable internet services in the region.

Major market players included in this report are:

Newpharma

LLOYDS Pharmacy Limited

Gordons Direct

McCabes Pharmacy

H.E. Butt Drug store

Walgreen Company

Familymeds Inc.

The Medicine Shoppe Pharmacy

CVS Health

Rite Aid Corporation

Recent Developments in the Market:

In August 2020, Amazon Inc. announced the commencement of its E-pharmacy portal called Amazon Pharmacy in Bangaluru. Through this portal, the company would offer over the counter and prescription-based medicines in Bangalore.

In November 2021, Walmart owned Flipkart Group, announced the launch of its new e-pharmacy portal Flipkart Health+.

Global E-pharmacy Beauty and Personal Care (BPC) Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Personal Care Product, Beauty Product, Customer Orientation, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World
Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Personal Care Product

- Skincare

 - Bath & Shower Products

 - Oral Products

By Beauty Product

- Facial Cosmetics

 - Eye Cosmetics

 - Lip & Nail Makeup Products

- Hair Styling & Coloring

By Customer Orientation

- Male

 - Female

- Kids

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
RoLA
Rest of the World

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