

European Online Pharma Market: Size, Trends & Forecasts (2017-2021)

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Abstracts

Scope of the Report

The report entitled “European Online Pharma Market: Size, Trends & Forecasts (2017-2021)”, provides analysis of Europe online pharma market, with detailed analysis of market size and growth, and segmentation of the industry. The analysis includes the market by value, by penetration rate, by region and by segmentation.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall Europe online pharma market has also been forecasted for the years 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Shop Apotheke, Zur Rose Group AG (Doc Morris), Apotot and Medpax are some of the key players operating in the Europe online pharma market, whose company profiling has been done in the report. In this segment of the report, business overview, financial overview and business strategies of the companies are provided.

Company Coverage

Shop Apotheke

Zur Rose Group AG (Doc Morris)

Apotot

Medpax ?

Executive Summary

There are two types of pharmacy professional- Pharmacists and pharmacy technician. Pharmacist is a person who has practiced in pharmacy and provide medication to people. Whereas, a pharmacy technician is a health care provider who performs pharmacy-related processes. Pharmacy is practiced in different areas such as community pharmacy, hospital pharmacy, clinical pharmacy, ambulatory care pharmacy, consultant pharmacy, etc.

Online pharmacy is described as the online platform where the medicines are sold to customers. It is also known as Internet pharmacy, e-pharmacy or mail-order pharmacy. Online pharmacy is of four types. Domestic online pharmacies, overseas online pharmacies, specialty pharmacies and discount online pharmacies. There are many advantages of online pharmacy such as cheaper drugs availability, faster delivery of drugs, user friendly, etc. Some disadvantage is also there like sale of fake medication, not following regulatory laws, no assurance of temperature control of drugs, etc.

European online pharma market is expected to increase at high growth rates during the forecasted period (2017-2021). Europe online pharma market is supported by various growth drivers, such as growing internet penetration and smartphone usage, improving online payment methods, high customer demand in over-the-counter division, etc. Yet, the market faces certain challenges, such as, licensing requirement blocking retailers entrance, time-sensitive medical requests, etc. Few new market trends are also provided such as, increase in health awareness, increasing self-medication, etc.

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