

# **E-pharmacy Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032**

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## **Abstracts**

The Global e-Pharmacy Market, valued at USD 86.2 billion in 2023, is projected to expand at a robust CAGR of 13.3% from 2024 to 2032. E-pharmacies are online platforms where consumers can easily purchase prescription and over-the-counter (OTC) medications and healthcare products and access related services. These digital platforms offer unparalleled convenience, privacy, and accessibility, allowing customers to have medications delivered directly to their doorsteps.

This market is growing rapidly, driven by the increasing demand for convenient, accessible healthcare solutions. The expansion of internet connectivity, widespread smartphone adoption, and a growing preference for digital health services have significantly simplified the process of accessing medications online. This shift is particularly evident in managing chronic conditions and recurring prescriptions, which are increasingly handled through e-pharmacies.

The market is divided into two categories: OTC products and prescription medicines. OTC products lead the market and are expected to grow at a steady rate of 12.6% CAGR over the coming years. The dominance of OTC products can be attributed to a growing consumer preference for self-medication and the convenience of purchasing medicines without a prescription. With a variety of easily accessible medications available online, consumers are increasingly turning to e-pharmacies for their OTC needs. The rising prevalence of chronic health conditions and the aging population drive the demand for OTC products. Additionally, the discreet nature of online purchases and the added convenience of home delivery fuel this growth.

The United States maintains a dominant position in the North American e-pharmacy market and is expected to continue leading throughout the forecast period. The country

benefits from a strong healthcare infrastructure, a well-established regulatory framework, and high adoption rates of digital health solutions. The popularity of online prescription services, in line with the convenience of having medications delivered to one's home, has significantly contributed to the widespread adoption of e-pharmacies. The ongoing advancements in digital health technology and the growing focus on improving patient care ensure that the U.S. will remain a key player in the global e-pharmacy market.

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