

## **E-pharmacy - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-08-01 | 115 pages | Mordor Intelligence

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### **Report description:**

E-pharmacy Market Analysis

The E-pharmacy market size reached USD 104.73 billion in 2025 and is projected to climb to USD 264.95 billion by 2030, reflecting a 20.41% CAGR over the forecast period. This expansion is anchored in national e-prescribing mandates, insurer backing for mail-order fills, and capital flows into automated fulfillment hubs. Economies of scale are growing as payors and pharmacy benefit managers route scripts to allied digital dispensers, while robotic picking lines now handle temperature-sensitive biologics, opening new specialty margins. The resulting convenience and transparent pricing are shifting patient loyalty away from brick-and-mortar counters toward online platforms, forcing traditional outlets to accelerate omnichannel investments or face volume erosion. In parallel, aging populations and mobile health apps are converting one-time shoppers into subscription users, creating predictable demand patterns that strengthen supplier negotiations.

Global E-pharmacy Market Trends and Insights

Mandatory Nationwide E-Prescribing Rollouts

Electronic mandates in the United States, the Nordics, and several Asia-Pacific markets are embedding digital pharmacy touchpoints directly into physician workflows. Instant script transmission eliminates handwriting errors and shortens fill times, encouraging older patients to adopt home delivery services. Online pharmacies gain prime visibility at the moment of care, displacing the historical advantage held by storefront counters. Health-system studies show lower primary-non-adherence rates

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once e-prescribing becomes compulsory, strengthening the growth outlook for the E-pharmacy market.

#### Mobile Health App Integration

Pharmacy checkouts inside wellness apps now feature biometric log-ins, Buy-Now-Pay-Later plans, and loyalty wallets. These conveniences cut reorder friction and boost repeat purchases among young caregivers juggling household prescriptions. Cross-selling of nutraceuticals during refill sessions lifts basket sizes, validating the commercial merit of deeper app engagement. Early pilots reveal double-digit gains in monthly active users where medication reminders sync with smartwatch alerts.

#### Cross-Border Regulatory Fragmentation

Dispensers operating in multiple jurisdictions must reconcile divergent license rules, privacy standards, and controlled-substance lists. Compliance overhead raises fixed costs, creating entry barriers that insulate early-moving regionals but delay broader scale. In Europe, some firms maintain parallel fulfillment centers to satisfy data-localization statutes, eroding cost advantages and slowing cross-border rollouts.

Other drivers and restraints analyzed in the detailed report include:

Aging Populations and Subscription Delivery / Strategic Alliances Between Payors/PBMs and E-Pharmacies / Rogue Online Pharmacies and Consumer Trust /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Prescription lines accounted for 72.11% of 2024 revenue, positioning them as the economic backbone of the E-pharmacy market. Chronic-disease patients often juggle multiple therapies, so consolidating refills through one portal simplifies adherence while lifting lifetime value per user. The segment's robust penetration also provides a reliable volume base that sustains automated picking investment. OTC products, though smaller at 28.0%, are forecast to rise at an 18.12% CAGR as self-care culture spreads and same-day courier networks expand. Their faster trajectory diversifies platform revenue streams and reduces dependence on insurer reimbursements.

Consumer comfort with digital clinical flows is easing brand-to-generic switches, supporting payer formulary goals without face-to-face counseling. Meanwhile, wellness brands leverage the same checkout infrastructure to bundle vitamins with chronic-care scripts, a tactic that blends preventive and therapeutic commerce. Subscription-based medications for hypertension or lipid disorders now ship in discreet quarterly parcels, reinforcing stickiness while undergirding the long-run E-pharmacy market size outlook.

Cold-and-flu remedies captured 24.34% of 2024 category revenue, benefiting from high-incidence winters that incentivize doorstep delivery. Vendors augment these orders with thermometer and sanitizer add-ons, quietly expanding average ticket value whenever outbreaks spike. Vitamins and dietary supplements, though presently smaller, are projected to log a 21.51% CAGR to 2030, outstripping most other wellness SKUs. AI-driven quizzes translate blood-panel insights into personalized bundle offers, lifting conversion rates and embedding preventive care into routine pharmacy interactions.

Skin-care, dental, and weight-management items now collectively approach half of all non-prescription turnover, transforming dispensaries into full-scale health-and-beauty hubs. Discreet packaging for dermatology treatments meets privacy expectations that physical aisles struggle to match. As cosmetic labs roll out tele dermatology advisories, cross-selling potential rises further,

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broadening the total accessible E-pharmacy market.

The E-Pharmacy Market Report is Segmented by Drug Type (Prescription Drugs and Over-The-Counter (OTC) Drugs), Product Type (Skin Care, Dental, and More), Therapeutic Area (Diabetes, Cardiovascular, and More), Platform (Mobile Users and Desktop Users), Geography (North America, Europe, Asia-Pacific, The Middle East and Africa, and South America). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

CVS Health / Walgreens Boots Alliance / Cigna / Optum / The Kroger / Amazon Pharmacy (PillPack) / Giant Eagle / Axelia Solutions / Netmeds / Apollo Pharmacy / DocMorris / Flipkart Health+ / JD Health International / Alibaba Health Information Tech / Chemist Warehouse Group / GoodRx Holdings Inc. / Capsule Corp. / Alto Pharmacy /

Additional Benefits:

The market estimate (ME) sheet in Excel format /  
3 months of analyst support /

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