

# INDUSTRY REPORT

## Pharmaceuticals



In the last two years in particular, pharmacy industry has increasingly shifted from the conventional retail store to the online channel. More and more customers are no longer willing to pay the proverbial pharmacy prices and are actively comparing prices to find a good deal. Increasingly, the decision to buy is also being made online - from 2019 to 2020 alone, online sales of pharmaceuticals grew by a whopping 54%.

In our report, we share how pharmaceutical industry work in our network **soluteNet** and you'll find valuable insights that will help you position your products for greater success.



### THE TARGET GROUP

In 2021, 6 out of 10 people regularly buy medicines online



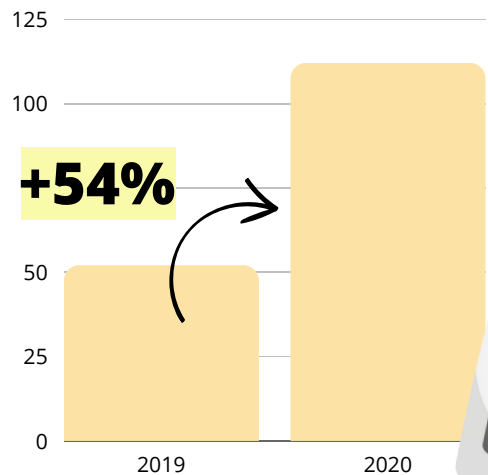
Between the ages of 16 and 29, it is even more than 7 out of 10 people\*.



\*<https://de.statista.com/statistik/daten/studie/901431/umfrage/online-kauf-von-medikamenten-in-deutschland-nach-alter/#:~:text=Laut%20einer%20Bitkom%20umfrage%20aus,Medikamente%20bei%20Versandapotheken%20zu%20kaufen.>

### TREND

Online is becoming increasingly important - Growth in online sales in Pharmaceuticals from 2019 to 2020



<https://www.deutsche-apotheker-zeitung.de/news/artikel/2021/01/27/apotheken-legen-im-online-handel-zu>



### ADVERTISER



**155**  
SHOPS



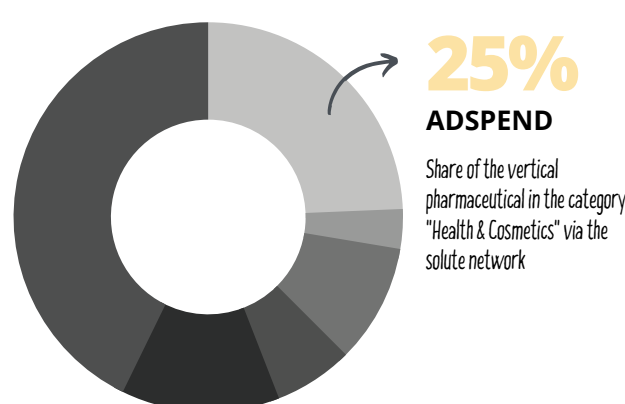
**60K**  
OFFERS

The sector pharmaceutical are characterized by a relatively large number of advertisers in the same or similar segments. The density of offers is high, so it is even more important to be active with your own listings where the competition is active, e.g. via shopping ads in search engines or on price comparison portals.

- DocMorris Apotheke
- vitenda.de
- apo-rot
- die Berater Apotheke
- medicaria einfach, gesund.
- VOLKSVERSAND APOTHEKE
- Sanicare Apotheke
- FLIEGENDE-PILLEN.DE

### PERFORMANCE

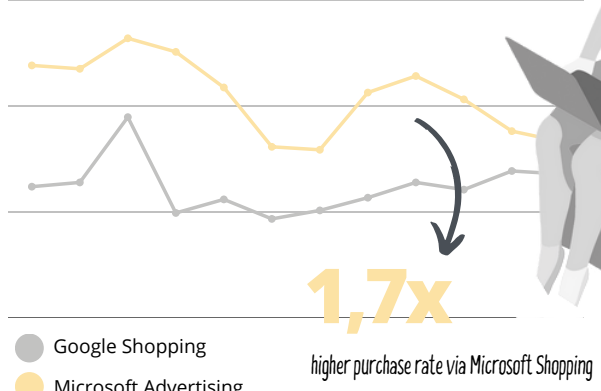
For our advertisers, we were able to achieve the following goals in our network 2022:



- 3 MIO** IMPRESSIONS IN SHOP
- >130K** SALES
- 36€** AVERAGE BASKET VALUE
- 4,23%** PURCHASE RATE

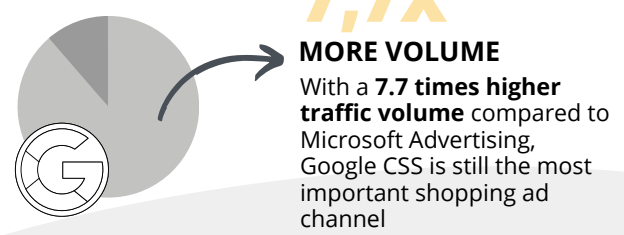
### CHANNELS

#### PURCHASE RATE

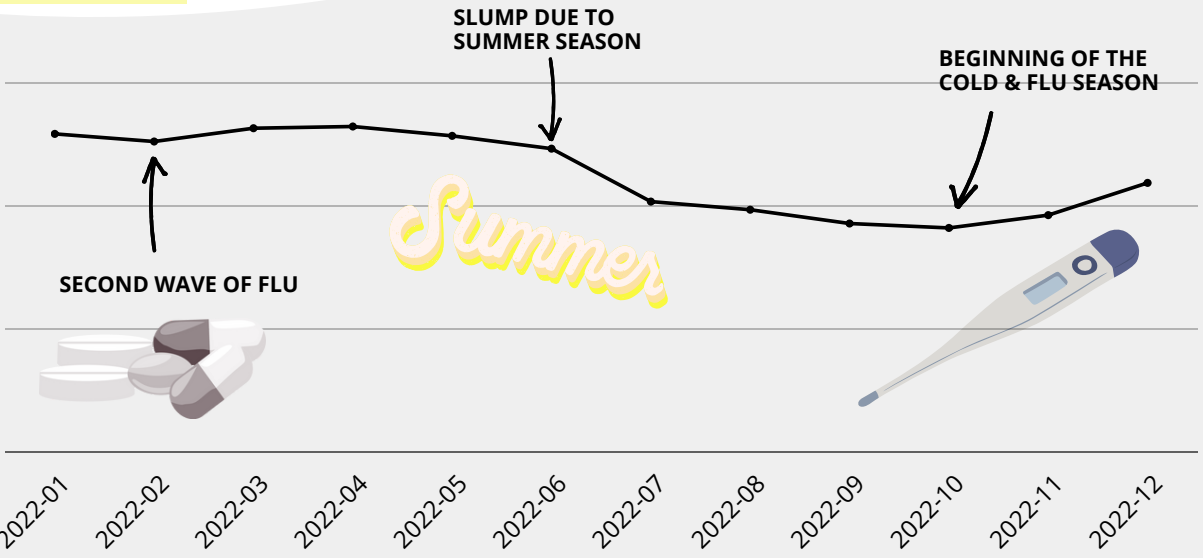


Via Microsoft Advertising, Shopping Ads reach a more affluent target group (users are on average older and have a higher level of education) - this is also reflected in a **1.7 times higher purchase rate compared to Google CSS**

#### TRAFFIC VOLUMEN



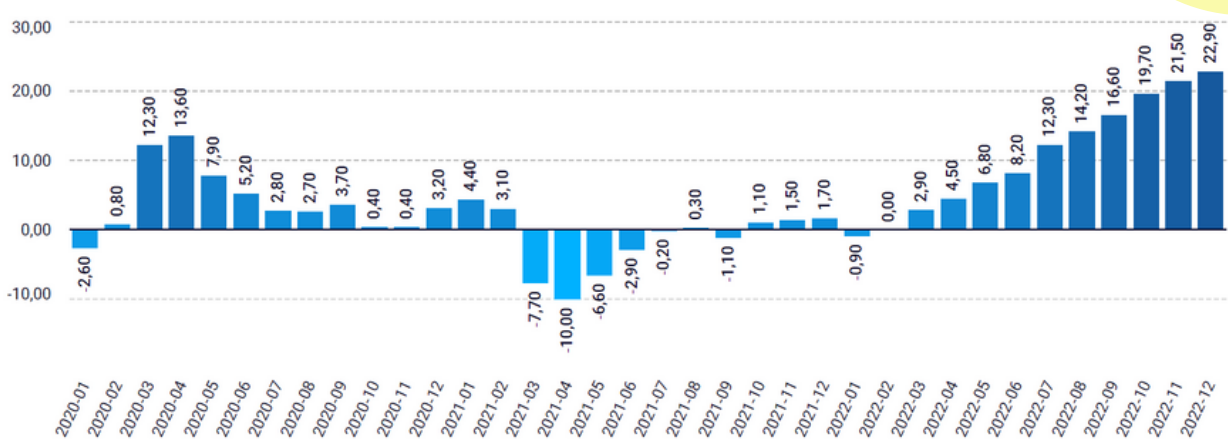
### SEASONALITY



The purchase rate also indicates the seasonality of the industry - in summer, the purchase rate falls due to the fact that fewer acute illnesses trigger purchases as a result of the good weather. By contrast, the purchase rate starts to rise significantly from October onwards - the first flu epidemic ensures that demand for medicines is significantly higher again. This is followed directly by the second flu epidemic of the winter, which also causes the purchase rate to rise again in the coming weeks.

### PRICE-DEMAND

With our price-demand index you can see price developments and the current price level of the most requested items on billiger.de. It is calculated from a selection of around 60,000 products from the "Pharmaceuticals" range.



soluteData

Find the right pricing? Analyze the prices of your competitors with our tool

Interested? Request now



## LET'S GET IN TOUCH!

Our sales team will be happy to help you with any questions about soluteNet!

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Make an appointment