

# Indian Online Pharmaceuticals Market 2017 Industry Key Players, Trends, Sales, Supply, Demand, Analysis, Forecast to 2022

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*WiseGuyReports.com adds "Online Pharmaceuticals Market 2017 Indian Analysis, Growth, Opportunities Research Report Forecasting to 2022" reports to its database.*

PUNE, INDIA, October 10, 2017 /EINPresswire.com/ -- [Online Pharmaceuticals Market:](#)

## Executive Summary

Technological prowess in healthcare industry has empowered consumers with emergence of E-pharmacy. E-pharmacies can aggregate supplies by having simultaneous access to inventories of multiple pharmacies which leads to availability of hard-to-find medicines at finger click. This has led to phenomenal increase in accessibility of healthcare services to far-flung areas in otherwise ubiquitous pharmaceutical industry in the country. Various E-pharmacies business models have been operating in the nation such as Inventory Led model, Hub and Spoke model, Hybrid Model and Local-Channel Model. These models have been analyzed in the report in context to Indian market.

Growth of Indian online pharmaceutical market is propelled by surge in internet penetration, convenience provided to consumers, increasing healthcare awareness, government initiatives and rising disposable incomes. However, there are various factors restraining growth of the market which includes lack of proper regulatory framework, opposition from offline retailers, high logistics costs and quality assurance issues. The market is characterized by leading trends such as investments in E-Pharmacy and online presence of existing "Brick-and-Mortar" drug retailers.

The report "Indian [Online Pharmaceuticals](#) Market Outlook 2022" provides in-depth analysis of the current scenario, detailed market outlook of the Indian online pharmacies market with coverage on market regulations, SWOT analysis and business models existing in the market. Future forecasts of Indian pharmaceuticals market overall and online pharmaceuticals has been provided in the report. Furthermore, major industry players have been prudently analysed in the competitive landscape section of the report in order to provide key comparative insights.

Major industry players operating Indian online pharmaceuticals market include Apollo Pharmacy, 1MG.com, PM Healthcare and Netmeds.com, among others. These players are profiled herein based on attributes such as business overview, product segments and financial analysis. It also

compiles performance comparison of aforementioned companies and other leading companies in the segment based on various parameters in the competitive landscape section. In totality, the report provides detailed market analysis, with relevant forecasted data

supported by key market dynamics. This information will be helpful in evaluating opportunities in Indian online pharmaceuticals market.

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