



# Online Pharmacies in Germany

2023

(EXCERPT)

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## Introduction

This is the 2nd edition of the online pharmacy comparison study in the INVESTOR EDITION.

In contrast to the complete version of the study, this edition concentrates only on current estimates of market shares, traffic, and turnover.

Not only the status quo is discussed, but also the development of the individual companies between 2023 and 2019 (the year of publication of the last issue).

Among other things, existing customer traffic is analysed as a possible indicator of company value, as well as current sales estimates for the 42 online pharmacies examined that are active on the German market.

Note: The figures published here are expressly estimates based on an innovative method using customer ratings, traffic figures and Google search volumes. Deviations from the actual sales and traffic figures cannot be ruled out.

## MARKET SHARES, TRAFFIC AND SALES

### a) Traffic estimate for online pharmacies

Reliable traffic figures for individual websites are generally not publicly available. In order to obtain a realistic value, three sources were used. Firstly, the publicly available figures from Similarweb.com, the number of customer reviews received and the brand searches from Google Ads (as of February 2023). The brand searches result from how often the website of an online pharmacy was searched for in Google.

#### Online pharmacies with over 500,000 monthly visits

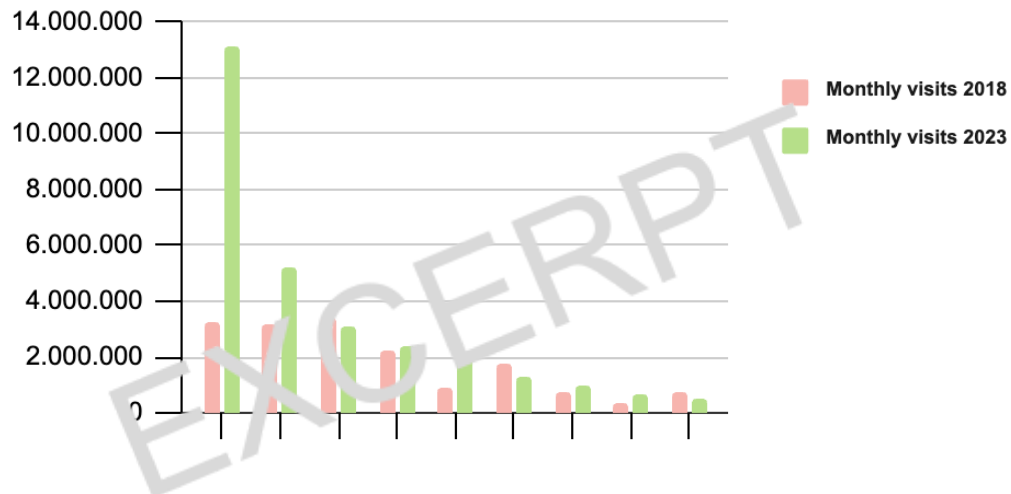


Figure 1: Online pharmacies with over 500,000 monthly visits (source: Similarweb.com)  
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The four leading players, |

er-Klick, retain the dominant position they already held five years ago. **Together they represent 70%** of the total traffic volume. The top 10 online pharmacies account for a total of 88% of all traffic. 18 smaller online pharmacies with a monthly traffic volume of 100,000 to 500,000 visitors together record more than 3.6 million visitors.

The following table shows the average traffic figures per online pharmacy. **Note:** These are estimates that may differ from the exact figures.

Rank	Name	Monthly Visits 2023*	Monthly Visits 2018*	Change
1		13.100.000	3.240.000	304%
2		5.200.000	3.180.000	64%
3		3.100.000	3.400.000	-9%
4		2.400.000	2.200.000	9%
5		2.100.000	920.000	128%
6		1.300.000	1.760.000	-26%
7		990.300	780.000	27%
8		659.500	370.000	78%
9		529.400	720.000	-26%
10		392.800	650.000	-40%
11		294.700	350.000	-16%
12		269.300	90.000	217%
13		263.400	250.000	13%
14		243.800	190.000	28%
15		234.300	180.000	30%
16		227.000	100.000	127%
17		218.800	300.000	-27%
18		217.300	210.000	3%
19		216.700	250.000	-13%
20		209.700	200.000	5%
21		153.500	130.000	18%
22		138.400	80.000	73%
23		127.400	190.000	-33%
24		114.700	160.000	-28%
25		106.600	170.000	-37%
26		103.300	70.000	48%
27		101.200	260.000	-61%
28	Sparmed.de	85.400	40.000	114%

**The existing customer indicator: number of searches for brand/website (brand searches) on Google**

Average brand searches per month at over 40,000 Feb 2023

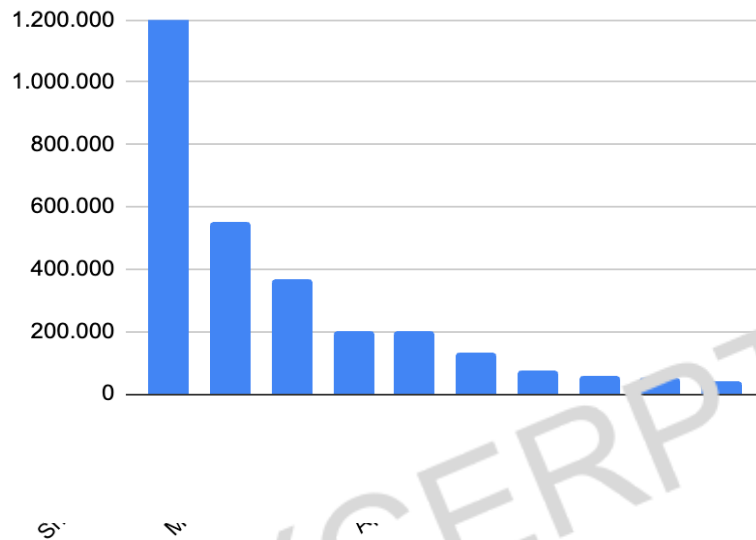


Figure 2: Average brand searches per month at over 40,000, February 2023  
 (Source: Google) © Zechlin Consulting, 2023

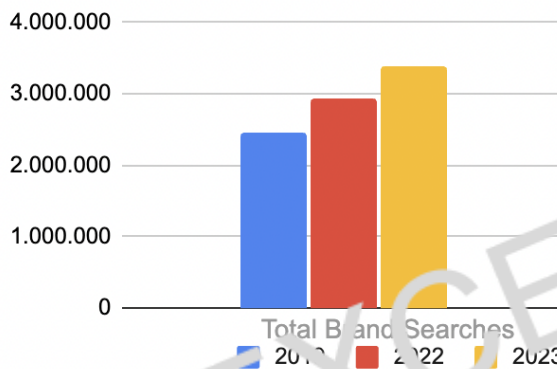
The clear leaders in terms of existing customers - and therefore also implicitly in terms of estimated brand value - are **dm** and **dm.de**, with the latter clearly lagging behind the first-placed company. **dm-Klick** is ahead of **dm-drogerie** in the Brand Searches category, followed by **dm-drogerie.de**.

The following tables show the average monthly brand searches between February 2019 and 2023 for online pharmacies, sorted by the values for 2023.

### c) Brand Searches 2023 vs. 2019

In the following statistics, the number of searches ("brand searches") in 2023 was compared with those of the previous year and with those from the last published study from 2019 in order to show a longer-term trend.

Brand searches online pharmacies, total per month



#### Overall market development

Overall, the following total monthly search volume resulted across all brands in this comparison:

2019: million  
 2022: million  
 2023: million

There was therefore **an increase of around 35%** within the 4-year period. At the same time, however, the search volume for general keywords such as "online pharmacy" etc. remained almost unchanged between 2019 and 2023 at around 1,000,000 per month (two thirds of which via smartphones).

So while individual brands are able to retain more and more customers, the number of customers who want to use an online pharmacy for the first time is stable. The relative importance of new customer business is therefore decreasing and customer loyalty is taking center stage.