

Internet Pharmacy Landscape Germany: Top Players 2024

Group	Internet Pharmacy	Rank	Net Sales 2023 (GER, OTC + Rx, m€, excl. VAT)*	Trend	HQ	Amazon Marketplace
Doc Morris	DocMorris ¹	2	550	↗	NL	✓ ⁵
	Medpex	5	210	↘	GER	-
	Apotal	6	170	↘	GER	✓
	ZurRose	12	30	↗	GER	-
			960			
Redcare Pharmacy	Shop-Apotheke	1	910	↑	NL	-
	Medikamente-per-Klick ²	3	270	↗	GER	-
Apo Pharmacy	Apo-Discounter ³	4	260	↗	NL	✓
	Sanicare ⁴	8	85	↗	GER	✓ ⁶
Marcol group	Aponeo	7	110	↗	GER	✓
	Delmed	15	10	↘	NL	-
	Meine-Onlineapo	14	15	↗	GER	-
	Pharmeo	15	10	↘	GER	-
			145			
	Volkversand	9	70	↗	GER	-
	MyCare	10	60	↘	GER	✓
	Besamex	11	40	↘	GER	✓
Douglas	Disapo	12	30	↘	GER/NL	-

*1 SEMPORA market modelling; B2C external sales in Germany excl. VAT

¹ incl. former Eurapon

² incl. Mediherz

³ incl. apo.com, apolux.de, apotheke.de, deutscheinternetapotheke.de, juvalis.de, versandapo.de

⁴ incl. Homöopathiefuchs, Aliva

⁵ via Esando

⁶ via Homöopathiefuchs