

Internet Pharmacy Landscape Germany: Key Players 2025

GROUP	OTC (net sales 2025 in m€) ¹	OTC TREND	AMAZON MARKET-PLACE	RX (net sales 2025 in m€) ¹	TOTAL
Redcare Pharmacy	Shop-Apotheke 1,050	↑		Shop-Apotheke 503	1,553
DocMorris	DocMorris 470 Medpex 190 Apotal 160 820	↗	✓ ²	DocMorris Medpex Apotal 230 252 12 10	1,072
Amazon ³	internet pharmacies Amazon vendor & others 230 200 430	↑		-	430
apo.com Group	Apodiscounter ⁴ 300	↗	✓ ⁵	Apodiscounter ⁴ 35	335
medikamente-per-klick	medikamente-per-klick ⁶ 290	↗		medikamente-per-klick 15	305
Atida	Aponeo meine-onlineapo other ⁷ 110 180 40 30	●	✓ ⁸	Aponeo 2	182
Sanicare Group	Sanicare ⁹ 60	↘	✓ ¹⁰	Sanicare 3	63
dm	dm-med ¹¹ <1	↑		-	<1

1) SEMPORA market modelling & research; B2C sales in Germany excl. VAT
 2) via Esando, Apotal
 3) pharmacy assortment only

4) incl. apo.com, apolux.de, apotheke.de,
 deutscheinternetapotheke.de, juvalis.de, versandapo.de
 5) Apodiscounter, Apotheke Online

6) incl. mediherz
 7) pharneo, SparMed, delmed
 8) via Aponeo

9) incl. Homöopathiefuchs, Aliva
 10) via Homöopathiefuchs
 11) market launch Dec 16, 2025