



HMR INSIGHTS: e-Commerce Portugal

3rd quarter.

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Knowledge for better health

We believe in the power of **knowledge.**

Deep knowledge of the market is the first step in delivering unique market insights.

This information is what takes us further and provides greater meaning to the data and numbers that are used to analyse the market in the most efficient manner possible.

**Because we believe in the power of knowledge
and where it can lead us.**

01 e-Commerce Overview

e-Commerce global overview
of size, growth and category
KPI's

02 Scope & Methodology

Scope and Methodology for
PT Healthcare e-commerce
overview

03 PT Healthcare e-commerce overview

Overview on PT e-Commerce
Pharmacy, Parapharmacy and
Beauty stores Market

01.

E-COMMERCE OVERVIEW.

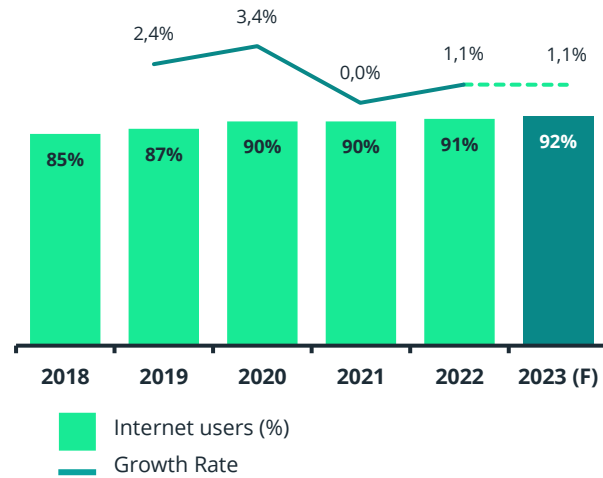
e-Commerce global overview of size, growth and category KPI's

MARKET OVERVIEW

European e-Commerce

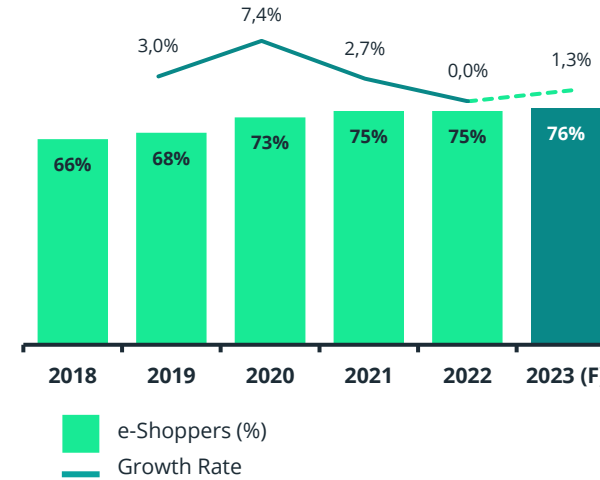
Internet users in EU-27 Countries

2017 – 2023 (projected)



E-Shoppers in EU-27 Countries

2017 – 2023 (projected)

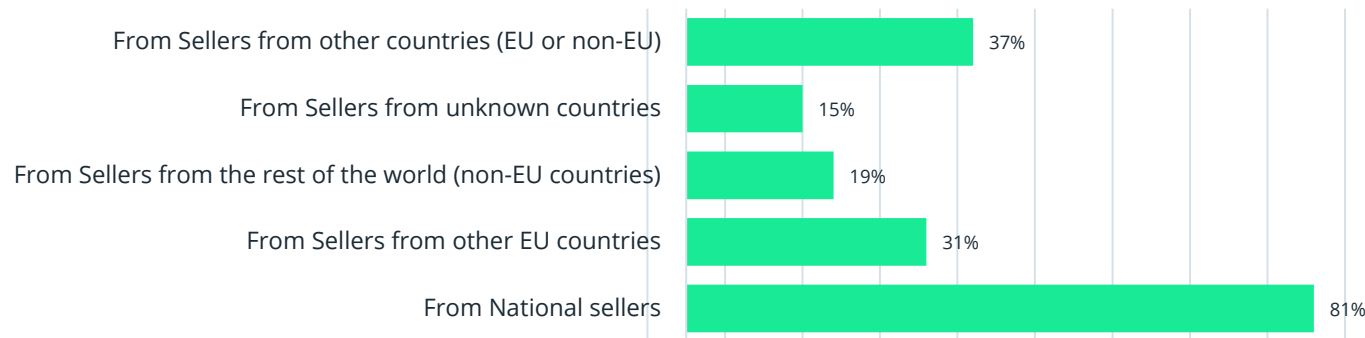


	2020	2021	2022	2023 (F)
Growth rate	14%	12%	6%	8%
Inflation-adjusted growth rate	14%	9%	-2%	2%



Cross-border purchasing in EU-27 countries

(% of individuals who purchased online in the last 3 months: Jan-Mar 2021)



- The European e-Commerce market (37 countries) has increased in recent years mainly due to the COVID-19 pandemic, during which e-commerce played a fundamental role for the economy and society.
- The growth rate forecast for 2023 continues on an upward trend. However, growth is stabilising slightly, with an expected growth rate of 8% and a turnover of €975bn.
- Within a multinational environment, buyers still prefer national sellers overall (81%) but they also buy from sellers from other countries in EU or non-EU (37%).

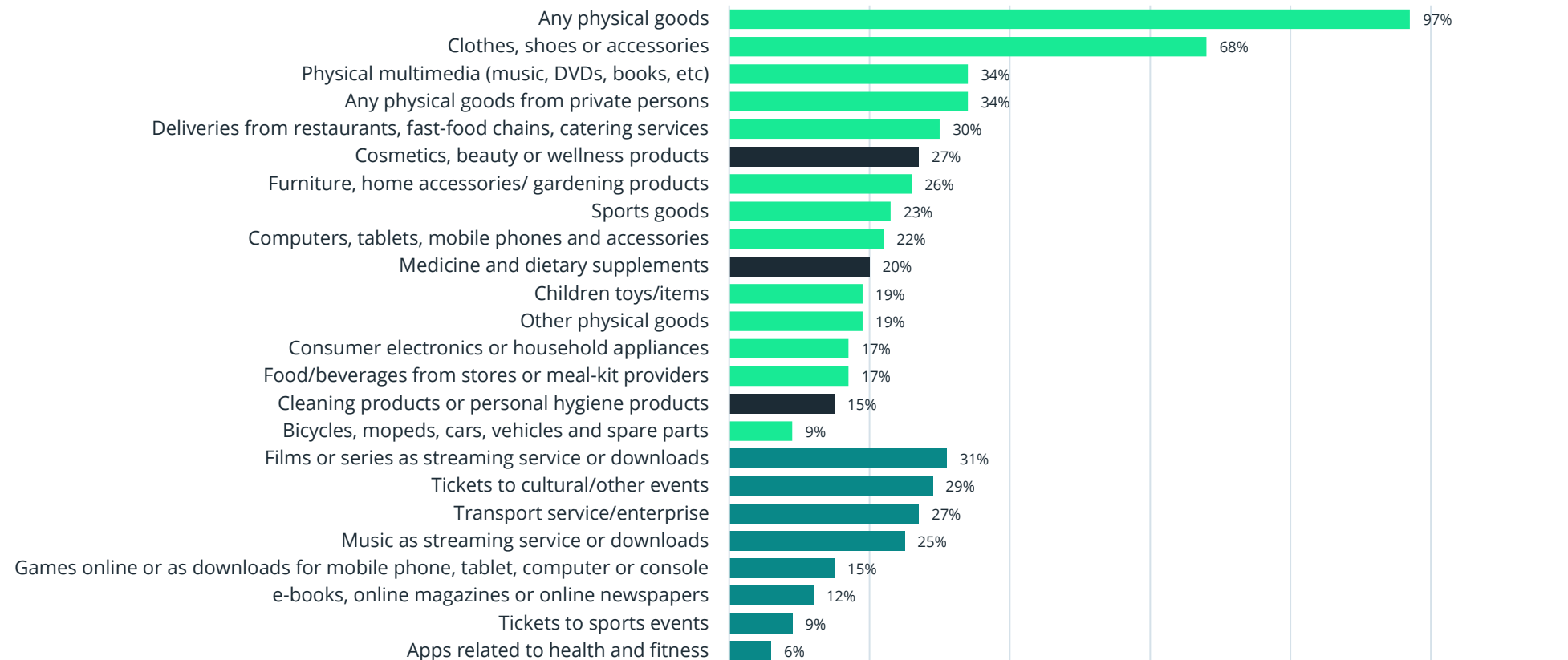
Source: Lone, S., Harboul, N. & Weltevreden, J.W.J. (2023). 2023 European E-commerce Report. Amsterdam/Brussels: Amsterdam University of Applied Sciences & Ecommerce Europe

MARKET OVERVIEW

European e-Commerce

Product category purchasing in EU-27 countries

(% of individuals who purchased online in the last 3 months)



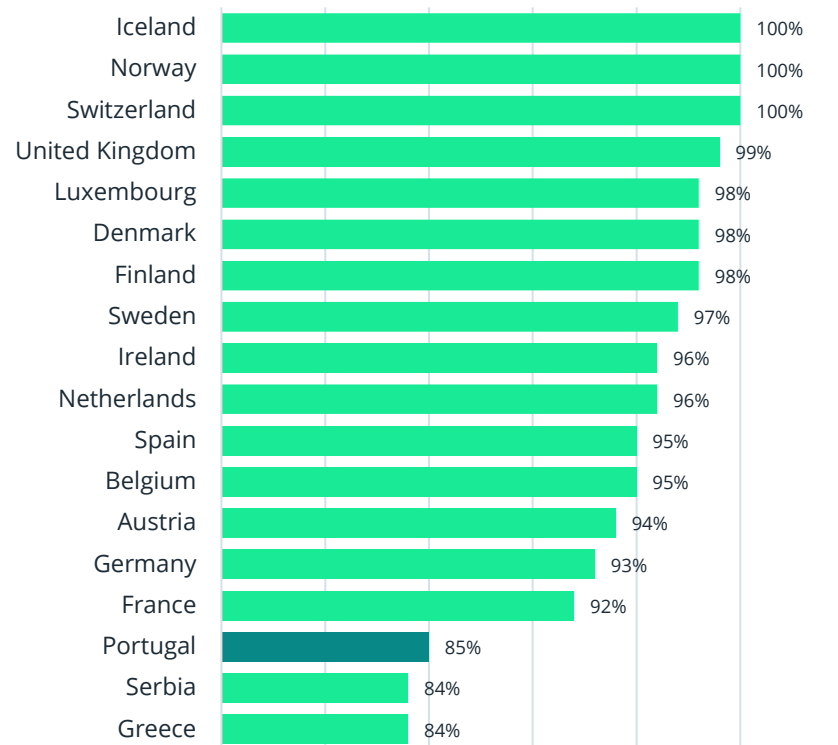
- In EU, 3 product categories related with the Health Care, namely Cosmetics/Beauty, Medicine & Supplements and Personal hygiene products, have already some significant level of online purchases.

MARKET OVERVIEW

European e-Commerce

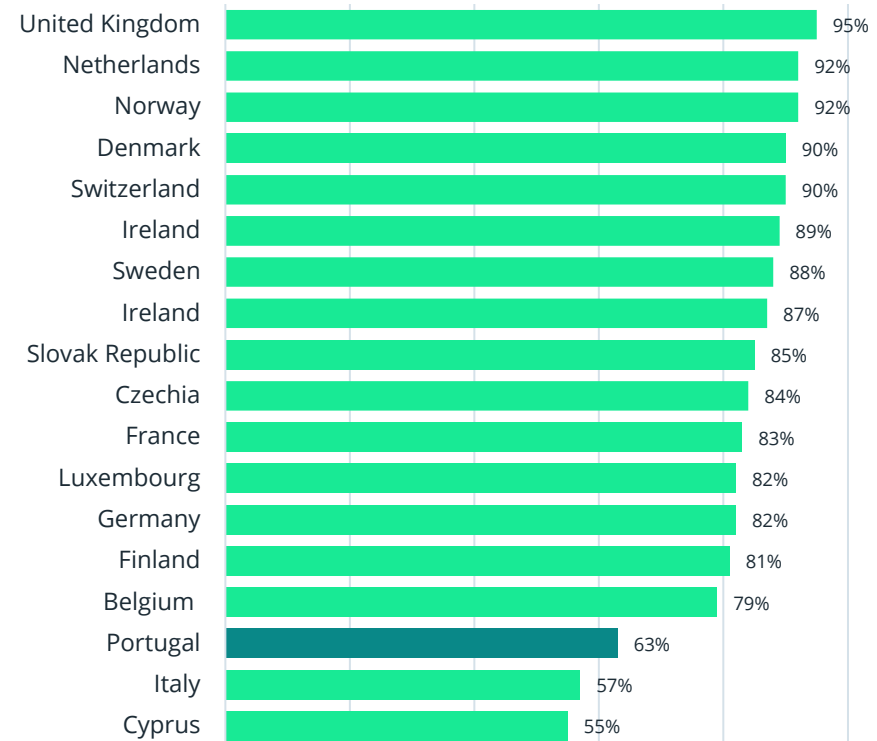
Internet users per country

(2022)



E-shoppers per country

(2022)



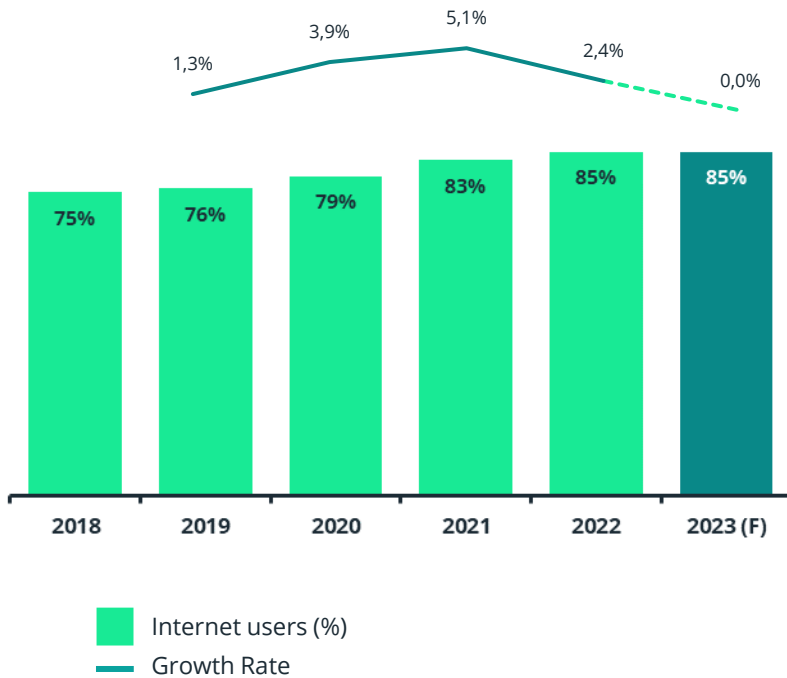
- The number of internet users and e-shoppers in Portugal is lower than most of the European countries.

MARKET OVERVIEW

Portugal e-Commerce General Indicators

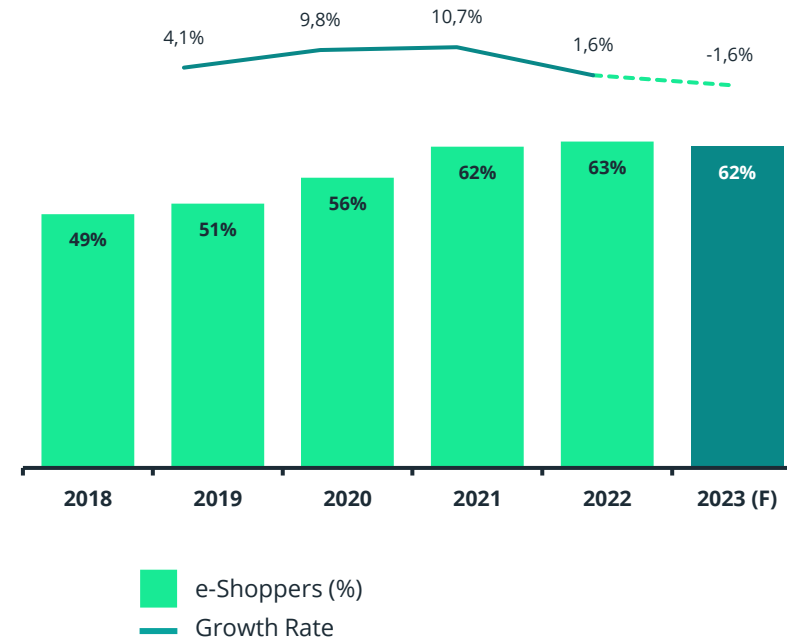
Internet users

2017 - 2023 (projected)



e-Shoppers

2017 - 2023 (projected)



- Internet usage numbers are expected to stabilize in Portugal, while e-Shoppers numbers are expected to decrease slightly by the end of 2023.
- It is estimated that Internet users in Portugal in 2023 will represent 85% of the resident population, and among them 62% of the internet users are e-Shoppers.

02.

SCOPE & METHODOLOGY.

Scope and Methodology for PT Healthcare e-commerce overview



Today, HMR is a **reference company in the field of Healthcare Market Research**, providing knowledge and specialized consulting services to its customers.

HMR collects daily **Sell Out data from pharmacies connecting directly with all ERPs**.

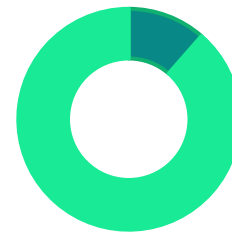
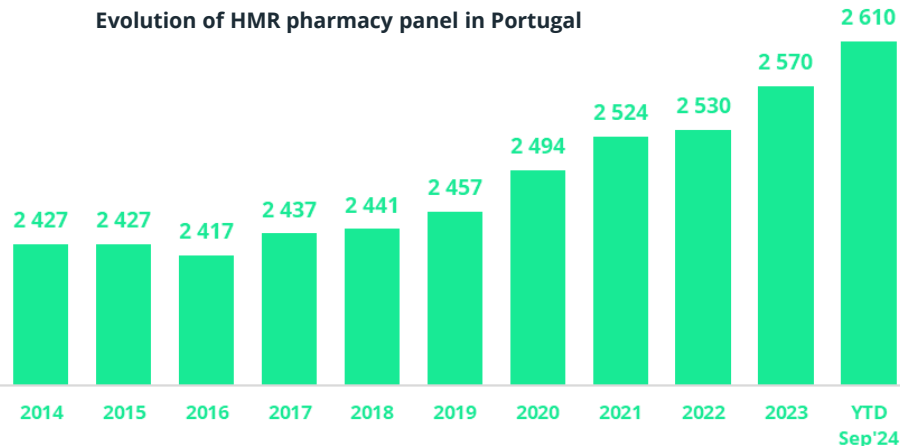
The information is **collected at transactional level**, and it includes Sell Out information from Pharma (prescription medicines), Consumer Health Market (OTC included) and prescription related information.

Due to the capability of collecting all pharmacy transactions it **also includes information on online sales, e-commerce, which is registered in each Pharmacy ERP**.

The same is also true concerning **Mass Market Parapharmacies Sell Out data**. This information is made available through an external provider and the Sell Out data also **includes related Sell Out from online channel**.

HMR Pharmacy panel

Evolution of HMR pharmacy panel in Portugal



■ 89,7% Market coverage in number

From a total of approximately 2.910 community pharmacies HMR has **2.610** pharmacies from mainland and islands as statistical panel (**Sep'24**).

HMR Mass Market panel

Mass Market chains: Sonae (all stores except street stores), Jerónimo Martins, Auchan, El Corte Inglés, Intermarché, E. Leclerc.



With **more than three decades of existence**, SIBS provides modern, reliable and secure financial services, namely in electronic payments. Has **more than 300 million users**, in various geographies, processing **more than 3 billion transactions annually**.

SIBS grew as fintech, innovating and having technology as its driver. It **reinvented existing payment methods and created MB WAY**, the most modern and complete payment app in Portugal, which allows to make purchases, immediate transfers and withdrawals, using only a cell phone.

It is also the company **responsible for managing the ATM Express and MULTIBANCO Networks**, the largest and most universal Portuguese network of ATMs. In parallel, SIBS **manages multiple digital payment channels**, from Automatic Payment Terminals to online or mobile means.

Due to its penetration and following the e-payments processed by SIBS it can be **accurately traced from each online player the estimation of Pharmaceutical e-commerce**.

Although the Pharmaceutical online channel is extremely fragmented in terms of players, by using the economic activity code from each player (i.e. Portuguese CAEs and NACE) and **tracing its e-payments, we can achieve a good picture of the online revenue**.

This can be achieved due to SIBS great coverage not only in Portugal but also abroad and considering that **most online payments are made through electronic means processed by SIBS** (i.e. electronic payment terminals and debit and credit cards).



- Responding to the existing need of understanding the online channel and e-Commerce figures in the Portuguese market, as identified on several occasions by our customers, HMR established a partnership with [SIBS Analytics](#) in order to deliver a brief overview on the e-Commerce Healthcare Market in Portugal.
- SIBS Analytics is the analytic office of SIBS which is the major payment processor in Europe covering e-payments from local and international payment cards.
- Since e-Commerce payments are mainly covered by SIBS services this approach became the best way to estimate the market size in terms of value as well as to identify the main channels in this area.
- Although HMR already captures online sales from its Pharmacies and Mass Market panel, this report allows an overview of the online market beyond the Sell Out data from HMR (i.e. online market share in Pharmacies and Mass Market Parapharmacies) and it also adds information of the online trade from foreign countries consumed in Portugal.
- This report also contains information on the transactions from online beauty stores which can play in the same competitive market as Pharmacies and Parapharmacies.

HEALTHCARE E-COMMERCE FIGURES

- To develop this report, HMR used Pharmacy and Mass Market extrapolated Sell Out data and the e-payments collected from SIBS Analytics, for the selected retail stores and e-Stores related with Pharmaceutical market.
- Each information block below will be analyzed in order to give an overview of the Portuguese Pharmaceutical e-Commerce Market.

Stores	Scope	Source	Examples
Beauty Stores	Foreign countries (e-Commerce)	SIBS Analytics	<i>Primor, skinlabo, notino, Cult Beauty, ...</i>
	Portugal (e-Commerce)	SIBS Analytics	<i>Skin, Shampoo, lojasshampoo, mycosmetics, ...</i>
Pharmacies and Parapharmacies	Foreign countries (e-Commerce)	SIBS Analytics	<i>Mifarma, promofarma, farmacia-morlan, naturitas, ...</i>
	Portugal (Retail Stores and e-Commerce)	HMR (Retail Shops and e-commerce)	<i>(HMR pharmacies and Mass Market)</i>
		SIBS Analytics (e-Commerce)	<i>Wells, lojadafarmacia, zonpharma, mypharmaspot, aminhafarmacia, ...</i>

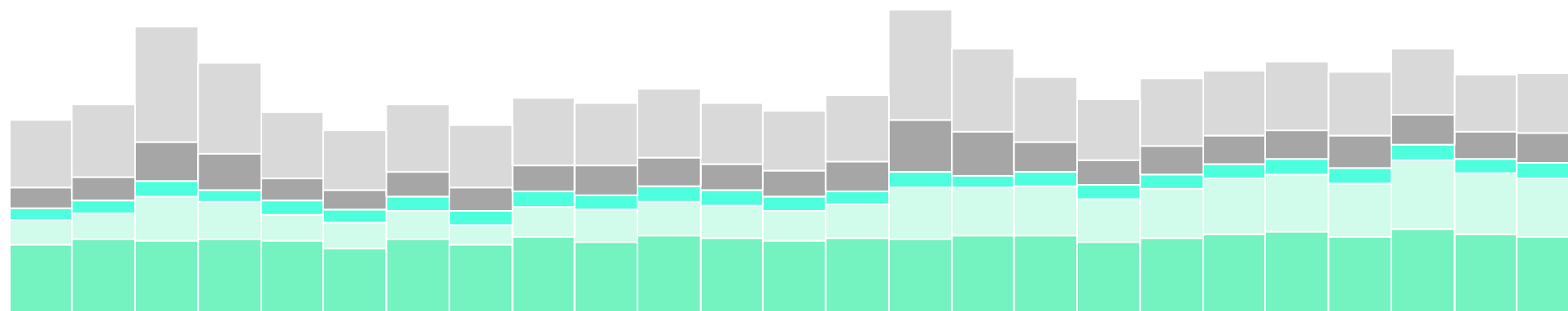
03.

PT HEALTHCARE E-COMMERCE OVERVIEW.

Overview on PT e-Commerce Pharmacy, Parapharmacy and Beauty stores Market

HEALTHCARE E-COMMERCE OVERVIEW

- In the next three subchapters based on the collected info from HMR Sell Out data and SIBS e-payments on pharmaceutical/healthcare online channel, we'll be able to analyze:
 - Healthcare e-Commerce on Pharmacies and Parapharmacies as well as in Beauty Stores
 - Have a detailed look at Pharmacy and Parapharmacies e-Commerce
 - e-Commerce Shopping basket versus Retail Store
- From these analysis we expect to deliver a better understanding of Portuguese e-Commerce in Pharmaceutical market in order to help HMR customers and market stakeholders to set best strategies to approach the online channel and keep an accurate overview of market size.



truncated chart

	Sep/22	Oct/22	Nov/22	Dec/22	Jan/23	Feb/23	Mar/23	Apr/23	May/23	Jun/23	Jul/23	Aug/23	Sep/23	Oct/23	Nov/23	Dec/23	Jan/24	Feb/24	Mar/24	Apr/24	May/24	Jun/24	Jul/24	Aug/24	Sep/24
Online Beauty Stores Foreign	3,57	3,87	6,14	4,78	3,47	3,16	3,59	3,29	3,58	3,34	3,63	3,20	3,20	3,52	5,88	4,35	3,48	3,24	3,55	3,48	3,62	3,39	3,52	3,05	3,21
Online Beauty Stores PT	1,09	1,22	2,06	1,95	1,18	1,06	1,29	1,25	1,35	1,55	1,52	1,40	1,40	1,54	2,73	2,34	1,53	1,34	1,52	1,50	1,52	1,72	1,59	1,43	1,57
Online PH Foreign Market	0,65	0,71	0,77	0,62	0,78	0,71	0,80	0,72	0,85	0,80	0,83	0,82	0,76	0,74	0,84	0,64	0,78	0,73	0,77	0,77	0,84	0,79	0,85	0,76	0,82
Online PH PT Market	1,30	1,35	2,34	2,00	1,39	1,32	1,47	1,09	1,56	1,66	1,81	1,74	1,55	1,78	2,75	2,56	2,64	2,29	2,58	2,91	3,06	2,83	3,58	3,20	3,07
HMR Market (PH + MM)	378,87	407,31	402,14	403,41	397,02	360,99	409,34	376,10	421,47	395,38	423,85	411,57	399,97	410,69	407,41	425,31	425,04	390,99	416,51	436,39	445,71	420,79	464,04	436,19	422,88

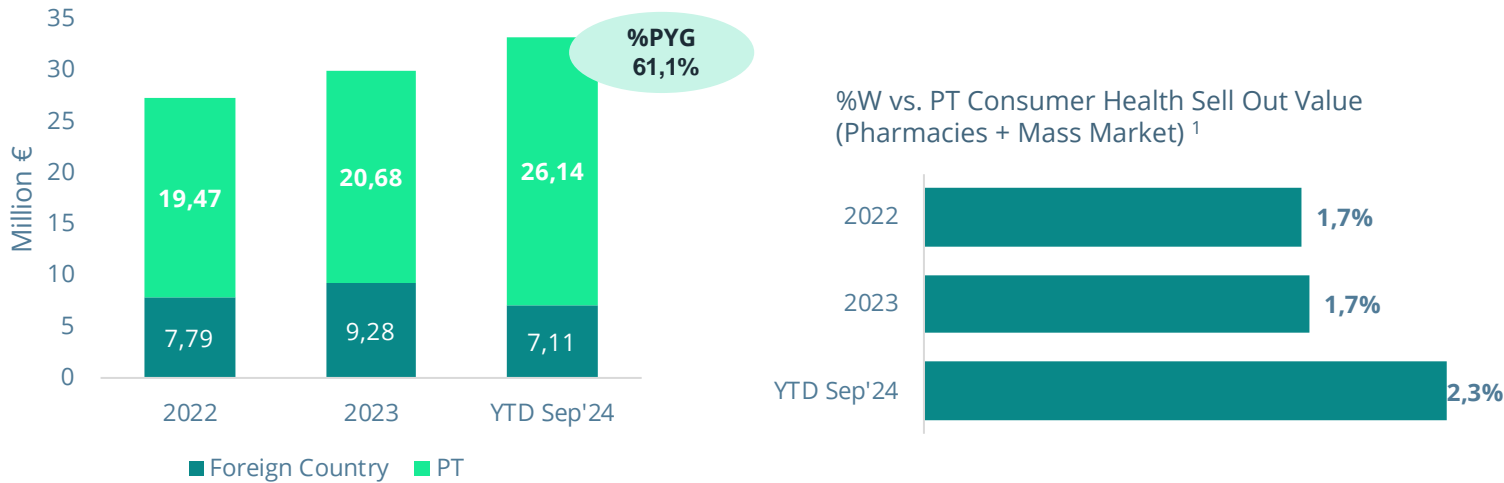
The chart above gives an overview of the information from different sources that are characterized in this report (not at scale) – M€.

E-COMMERCE IN PHARMACIES & PARAPHARMACIES

e-Commerce in Pharmacies and Parapharmacies

2022 – YTD Sep'24 (Million €)

e-commerce vs. Consumer Health Sell Out Value (Pharmacies + Mass Market)

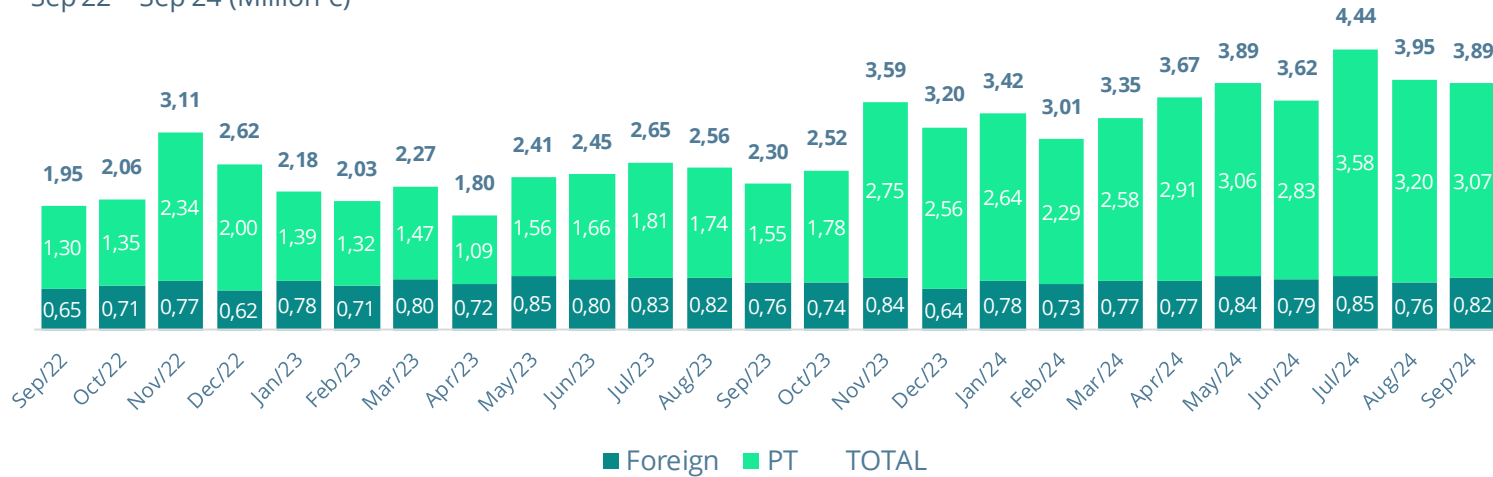


%W vs. PT Consumer Health Sell Out Value (Pharmacies + Mass Market) ¹



e-Commerce in Pharmacies and Parapharmacies evolution

Sep'22 – Sep'24 (Million €)



- Pharmacies and Parapharmacies e-commerce business grew +61,1% in the YTD Sep'24.

- Online sales accounted for 2,3% of the total Consumer Health Market in this period.

- The chart shows the monthly evolution of the e-commerce market for Pharmacies and Parapharmacies in Portugal and abroad.

- Online purchases made to stores in Portugal stand out from foreign ones. The weight of online purchases in Portugal (YTD Sep'24) accounted for 78,6% of the total e-commerce in this channel.

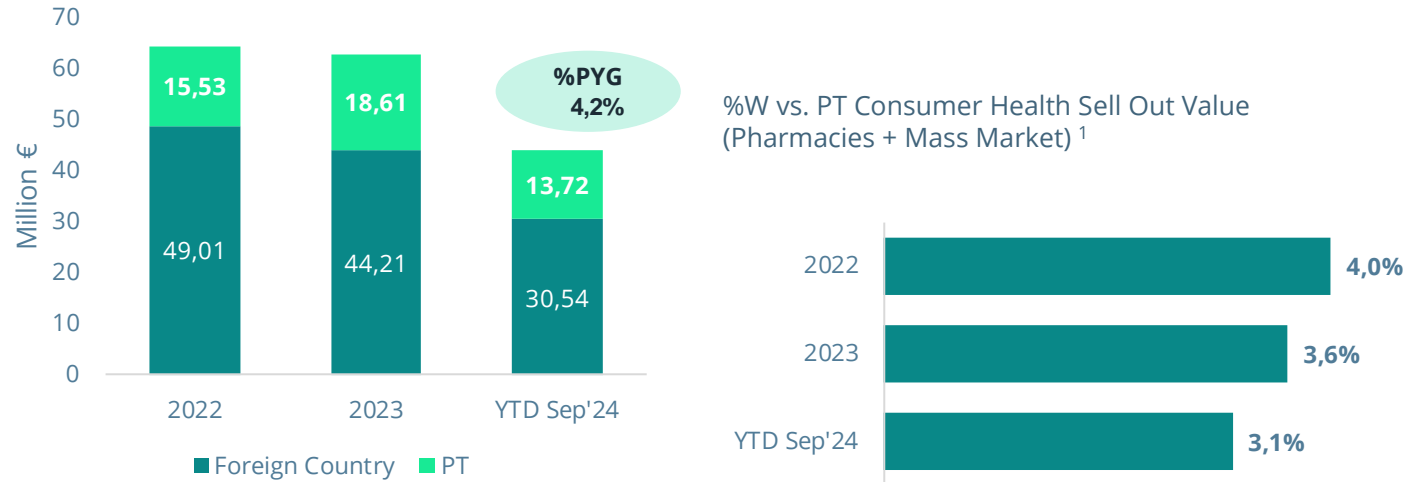
(1) Comparison with HMR data

E-COMMERCE IN BEAUTY STORES

e-Commerce in Beauty Stores

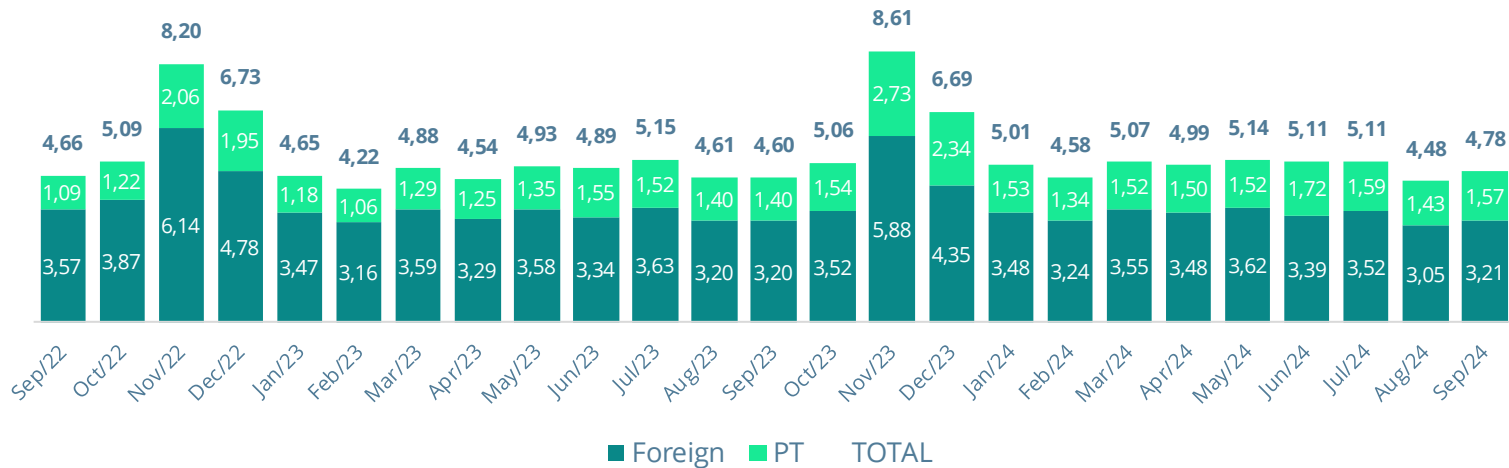
2022 – YTD Sep'24 (Million €)

e-commerce



e-Commerce in Beauty Stores evolution

Sep'22 – Sep'24 (Million €)



- Online purchases made in Beauty Stores abroad exceed purchases in Portugal, but the ratio has been decreasing (YTD Sep'24 = 3,12). As observed in Pharmacies and Parapharmacies, Beauty Stores presented a positive evolution in the YTD Sep'24 (+4,2%), although much smaller.

- The weight of online purchases made in Foreign Beauty Stores accounted for 69,0% of the total (YTD Sep'24).

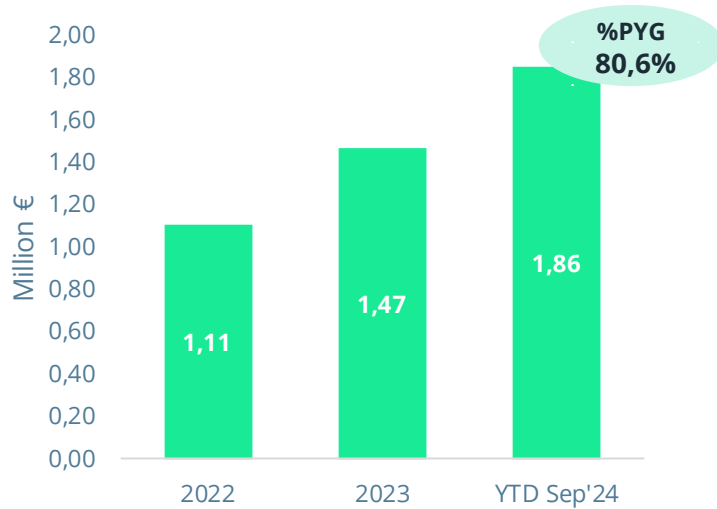
(1) Comparison with HMR data

E-COMMERCE IN PHARMACIES IN PORTUGAL (*)

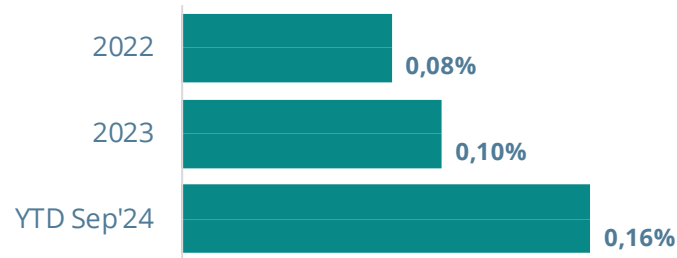
e-Pharmacies performance

2022 – YTD Sep'24 (Million €)

e-commerce vs. Consumer Health Sell Out Value (Pharmacies)

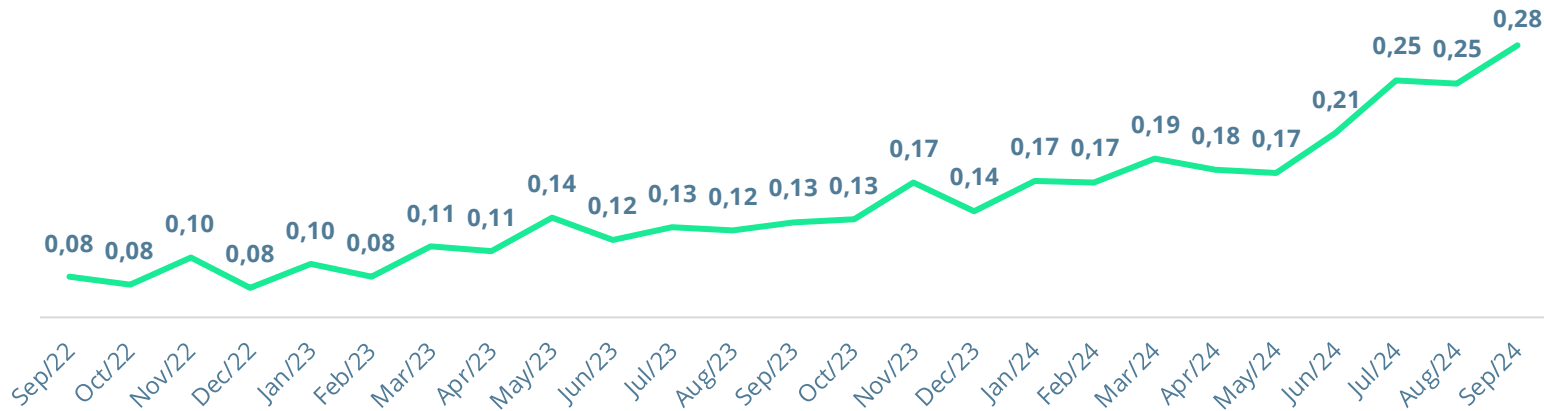


%W vs. PT Consumer Health Sell Out Value (Pharmacies) ¹



e-Pharmacy performance evolution

Sep'22 – Sep'24 (Million €)



- To better understand online market performance in Portuguese Pharmacies, it was set a specific sample of pharmacy websites, which we characterized in this analysis.
- Online business in e-Pharmacies grew +80,6% (YTD Sep'24).
- Total pharmacy e-commerce weighed 0,16% (YTD Sep'24) when compared with total HMR SO reported for Consumer Health market (Pharmacies).

(*) HMR selected Pharmacy websites (#34).

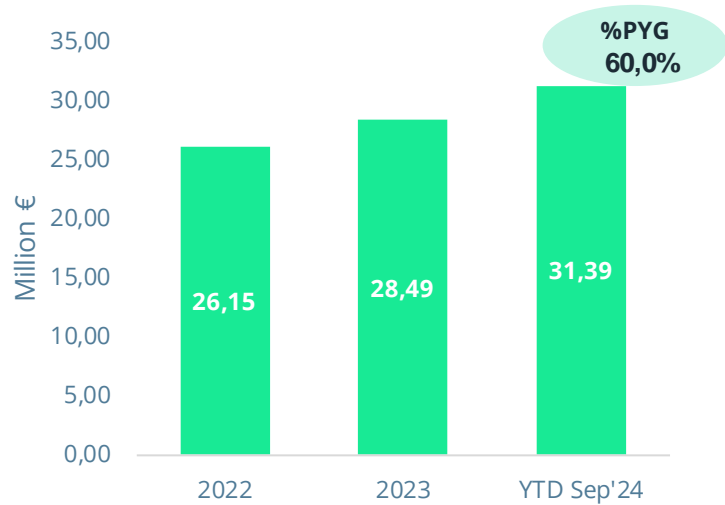
(1) Comparison with HMR data

E-COMMERCE IN PARAPHARMACIES

e-Parapharmacies performance (est.)

2022 – YTD Sep'24 (Million €)

e-commerce vs. Consumer Health Sell Out Value (Mass Market)

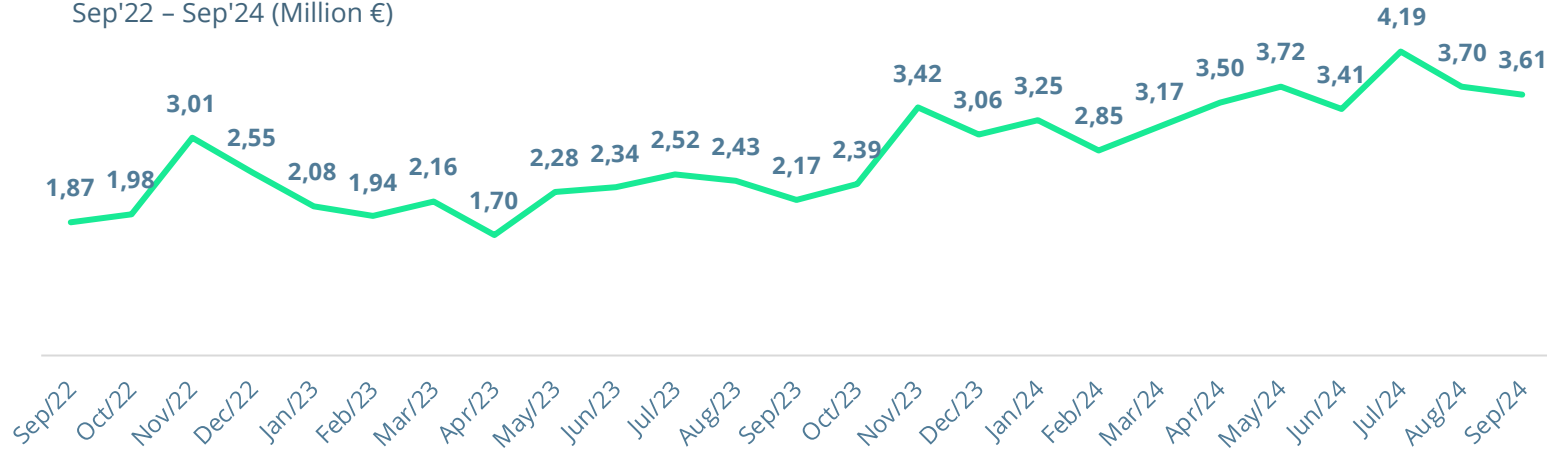


%W vs. PT Consumer Health Sell Out Value (Mass Market) ¹



e-Parapharmacies performance evolution (est.)

Sep'22 – Sep'24 (Million €)



- Market performance has been estimated by calculation for e-Parapharmacies (Portugal + abroad).
- Online business in e-Parapharmacies grew +60,0%, (YTD Sep'24), still keeping the positive trend from the previous year.
- e-Parapharmacies reached 11,5% of the total Mass Market Consumer Health Sell Out (YTD Sep'24).

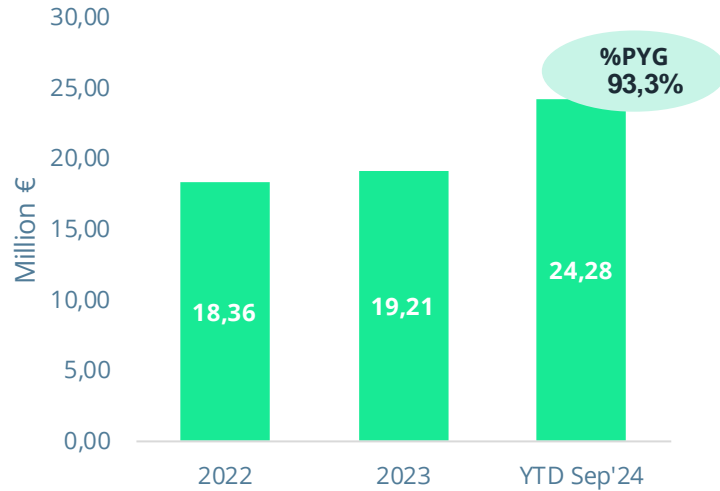
(1) Comparison with HMR data

E-COMMERCE IN PARAPHARMACIES IN PORTUGAL

PT e-Parapharmacies performance (est.)

2022 - YTD Sep'24 (Million €)

e-commerce vs. Consumer Health Sell Out Value (Mass Market)

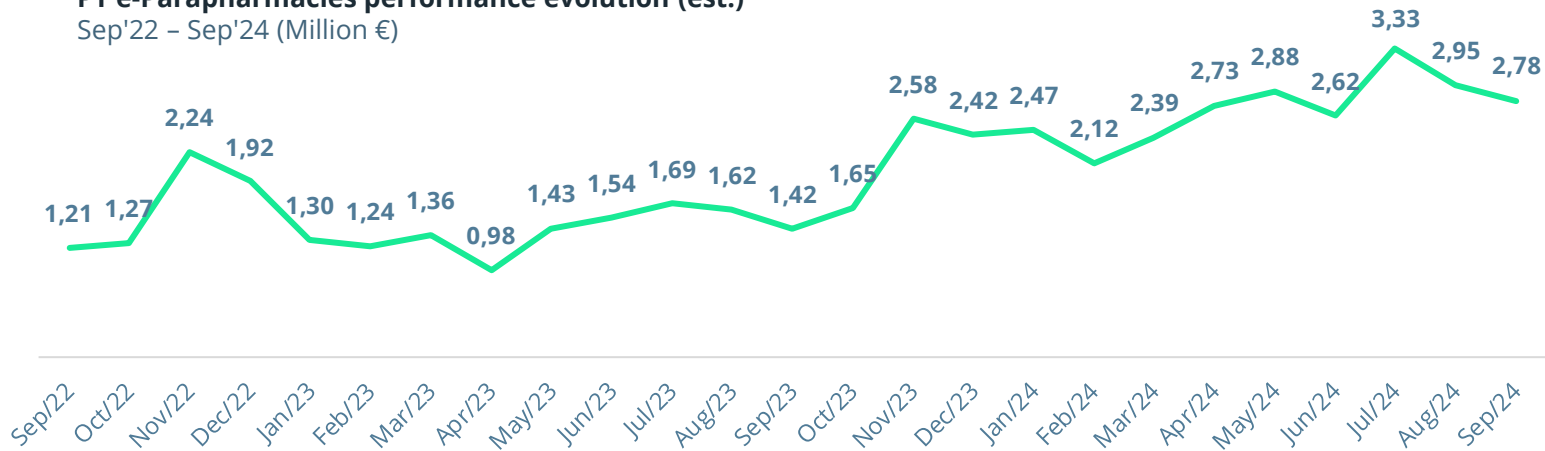


%W vs. PT Consumer Health Sell Out Value (Mass Market) ¹



PT e-Parapharmacies performance evolution (est.)

Sep'22 - Sep'24 (Million €)



- PT e-Parapharmacies market, which represents a smaller sample of websites in Portugal, shows a positive growth of +93,3% (YTD Sep'24).
- Portuguese e-Parapharmacies had a share of 8,9% (calculation based on the total Mass Market Consumer Health Sell Out).
- Since Nov'23 the PT e-Parapharmacies market has seen monthly figures above 2,0 Million €.

(1) Comparison with HMR data

E-COMMERCE IN PHARMACIES AND PARAPHARMACIES

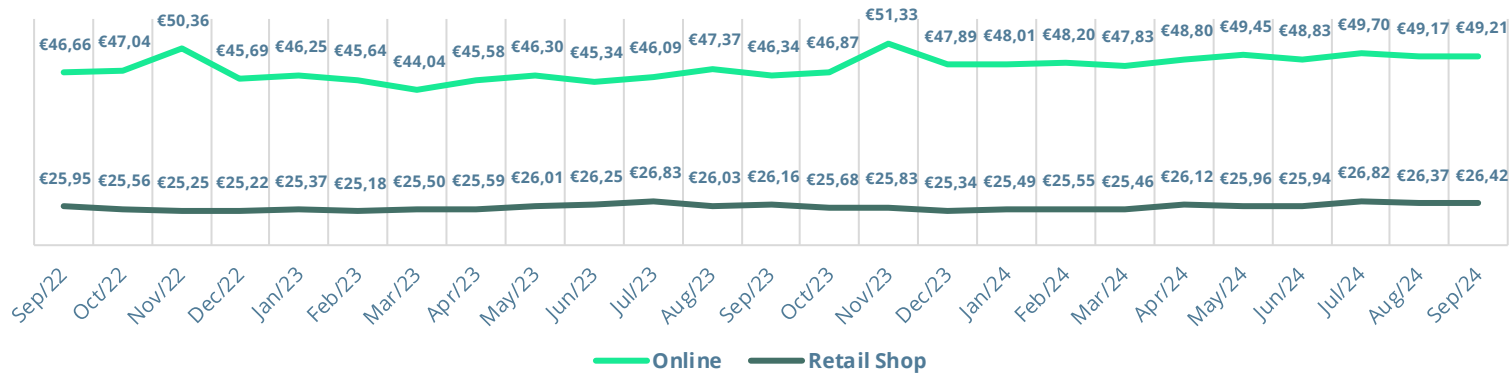
e-Commerce in Pharmacies and Parapharmacies shopping basket

2023 – YTD Sep'24 (€)
e-commerce vs. Retail Shops



e-Commerce in Pharmacies and Parapharmacies shopping basket evolution

Sep'22 – Sep'24 (€)



Source: SIBS Analytics

- The value of average Online shopping baskets almost doubled physical purchases.
- Both shopping baskets (Retail and Online) increased in the YTD Sep'24 when compared to the homologous period.
- Retail has an almost identical average shopping basket value over the last 25 months, not observing the characteristic November peak observed in the Online shopping basket.

E-COMMERCE IN PHARMACIES IN PORTUGAL

e-Commerce in Pharmacies shopping basket

2023 – YTD Sep'24 (€)

e-commerce vs. Retail Shops



- The same behaviour can be observed in Pharmacies. In this channel, the value of shopping baskets in e-pharmacies more than doubled those in physical stores.
- Both, online and physical stores, are showing positive trends in the YTD Sep'24 (+11,1% Online, +0,7% Retail), values higher than those observed for total e-Pharmacies and e-Parapharmacies (previous slide).

e-Commerce in Pharmacies shopping basket evolution

Sep'22 – Sep'24 (€)



Source: SIBS Analytics

E-COMMERCE IN BEAUTY STORES

e-Commerce in Beauty Stores

2023 – YTD Sep'24 (€)
e-commerce vs. Retail Shops



e-Commerce in Beauty Stores shopping basket evolution

Sep'22 – Sep'24 (€)



Source: SIBS Analytics

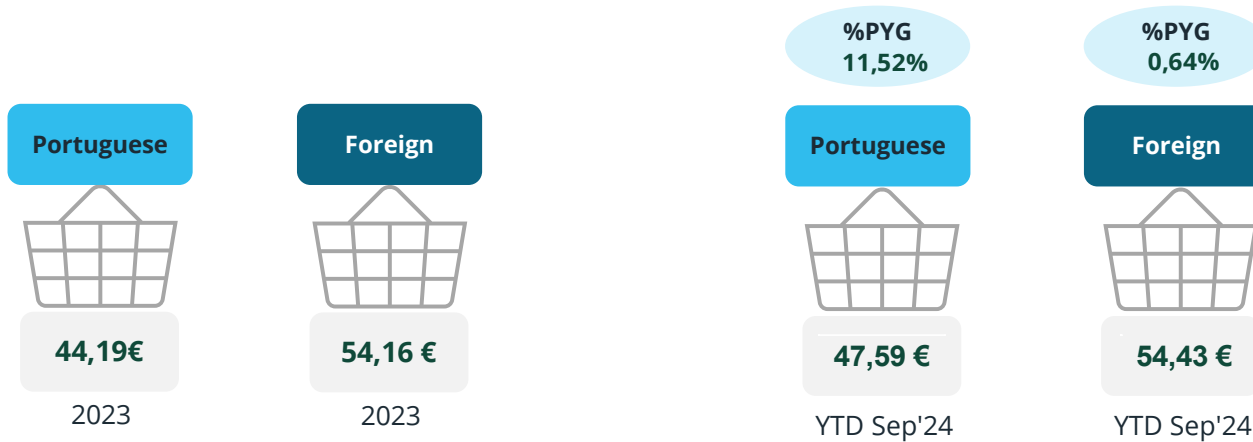
- Beauty Stores average shopping baskets are greater than those at Pharmacies/ Parapharmacies.
- YTD Sep'24 shows a decrease of -0,69% in the Online basket and an increase of +1,70% in the Retail shopping basket.
- The ratio between the average shopping basket online and Retail showed values higher than 1,7 in the last 3 months.

E-COMMERCE IN PHARMACIES AND PARAPHARMACIES

e-Commerce in Pharmacies and Parapharmacies shopping basket

2023 – YTD Sep'24 (€)

Portuguese vs. Foreign players

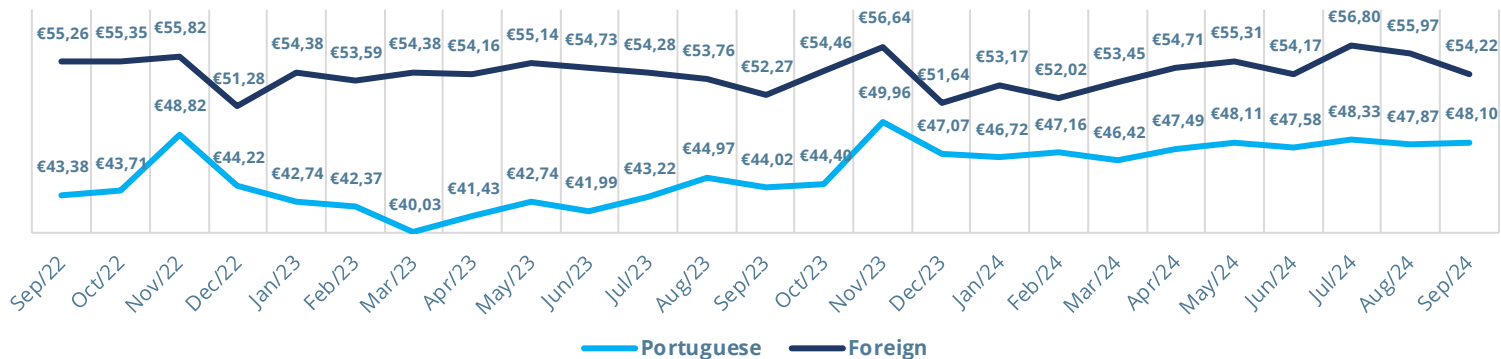


- It should be noted that Portuguese online shoppers opt for larger shopping baskets when shopping abroad (54,43€ vs. 47,59€, YTD Sep'24).

- When considering monthly behaviour, Foreign shopping basket increased by +3,72% in Sep'24 when compared with Sep'23, and the Portuguese shopping basket grew by +9,28%, in the same period.

e-Commerce in Pharmacies and Parapharmacies shopping basket evolution

Sep'22 – Sep'24 (€)



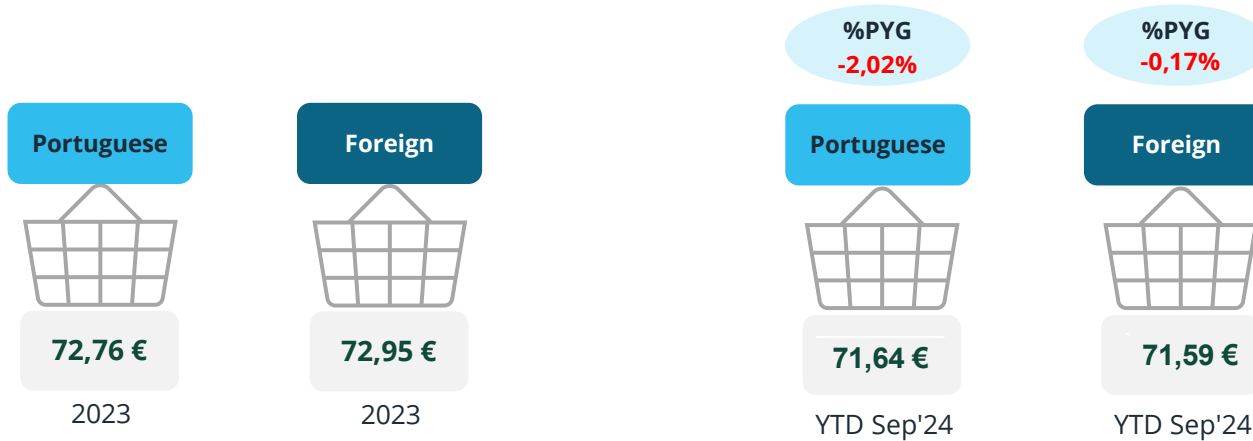
Source: SIBS Analytics

E-COMMERCE IN BEAUTY STORES

e-Commerce in Beauty Stores

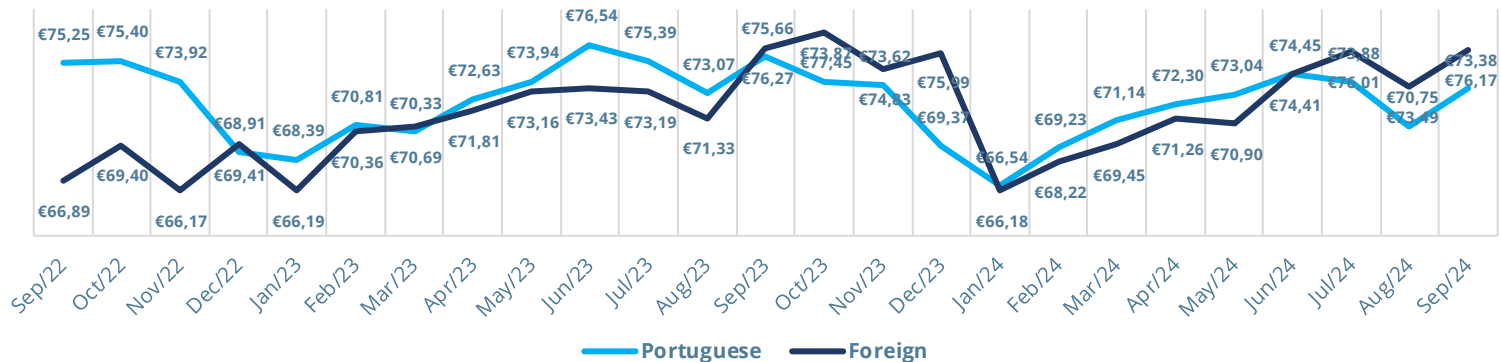
2023 – YTD Sep'24 (€)

Portuguese vs. Foreign players



e-Commerce in Beauty Stores shopping basket evolution

Sep'22 – Sep'24 (€)



Source: SIBS Analytics

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- Shopping baskets showed similar values in Portugal and abroad in the YTD Sep'24 period. Both shopping baskets had a lower value in the YTD Sep'24, when compared to 2023.

- When considering monthly behaviour, Foreign shopping basket decreased -0,12% in Sep'24 when compared with Sep'23, while the Portuguese shopping basket decrease -3,01%, in the same period.

DATASHEET

HMR INSIGHTS: e-Commerce Portugal – Sep'24

Scope

Consumer Health e-commerce monthly evolution of Pharmacy and Parapharmacy Market in Portugal as well as online Beauty Store Market.

Period

September 2022 – September 2024

Measures & metrics

Sell Out (SO) – store-to-consumer sales. Sales valued at Street Price (RSP – retail street price).

PYG – Previous year growth

Market Segments

Consumer health market – All personal care and wellness products, including OTC, Patient care, Homeopathy, Supplements and Nutrition products.

PT Pharmacy Total

Portuguese retail Pharmacies (mainland and Islands).

HMR Pharmacy panel

Based on a panel of 2,610 pharmacies out of a total of 2,910.

SIBS scope of Analysis

Portuguese and international e-Payments registered on SIBS network (Retail and e-Shops)

PT CAE: CAE 47292, CAE 47730, CAE 47740, CAE 47750 and international related (NACE).

Other Insights.

The power of Knowledge
grows when shared.

Please find HMR Knowledge at [HMR Insights](#)





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