

THE POWER OF CLICK ON PHARMA CONSUMER: NAVIGATING THE EVOLUTION AND CHALLENGES OF DRUG E-COMMERCE

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OBJECTIVES

Pharma e-commerce is a segment within online shopping comprising drugs and other pharmaceuticals. The global e-pharma market size was estimated to be 32 billion U.S. dollars by the end of 2023. Given the economic importance of the segment, this work aims to understand how drug e-commerce has evolved.

METHODS

A systematic literature review was done using metanarrative and bibliometrics in the Web of Science database. The research was conducted by searching for "e-commerce" and "Drug*" in the title, abstract, and keywords on January 3, 2023. After applying the eligibility criteria, the textual corpus continued with 39 papers (Fig. 1). By applying a coding matrix, these were separated into four distinct thematic clusters (Fig 2). The VOSviewer and Bibliometrix software were used.



Fig. 1. Main information from the scientific production of the textual corpus

RESULTS

Papers from the last 20 years were captured, 70% published after 2018, and with an annual growth rate of 5.95% (Fig. 1). There is a predominance of the theme "Description of e-commerce services" in papers published up to 2017. The most recent papers focus on three themes: (i) "Algorithm for platforms e-commerce,"; (ii) "Consumer behavior in e-commerce,"; and (iii) "Illegalities or non-compliances in e-commerce" (Fig. 2)

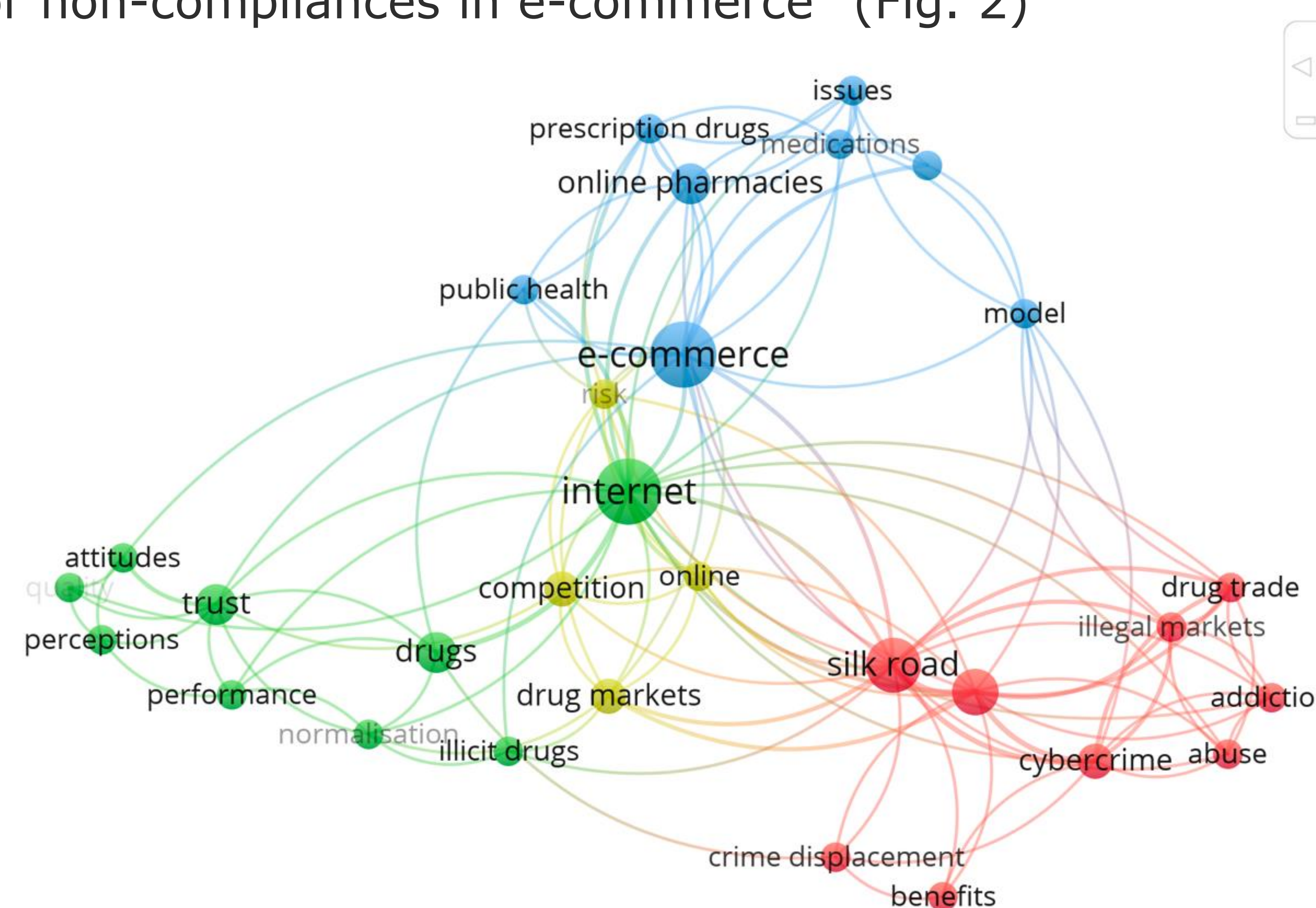


Fig. 2. Thematic clusters: Blue: "Description of e-commerce services"; Green: "Consumer behavior in e-commerce"; Red: "Illegalities or non-compliances in e-commerce"; Yellow: "Algorithm for platforms e-commerce"

The most relevant author is Isak Ladegaard, and the most globally cited document is the paper published in 2016 in the International Journal of Drug Policy by Barratt et al. This paper refers to Cryptomarkets, social supply, and drug market violence.

Based on the historical roots obtained by spectroscopy, drug e-commerce is an emerging field of research. There is a predominance of Scientific production from China (Fig. 3), which also dominates the e-pharma market worldwide, generating nearly 8.5 billion dollars in revenue.

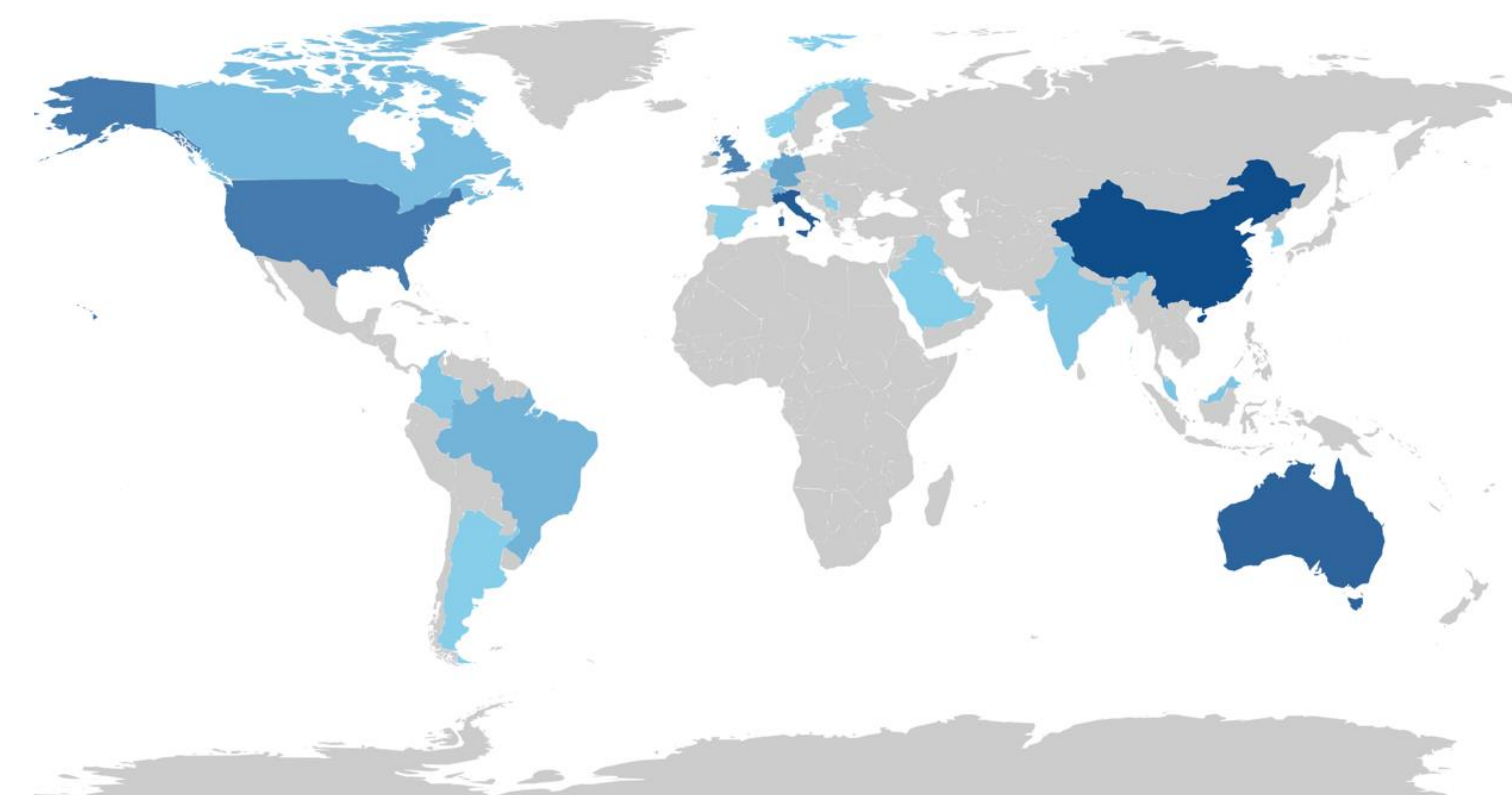


Fig. 3. Geographic origin of scientific productions

CONCLUSIONS

Research on pharmaceutical e-commerce is necessary because many countries must advance in planning and implementing strategies to regulate and supervise the e-pharma market. Likewise, many companies are interested in entering this competitive scenario and must understand new consumer behavior.

REFERENCE

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