



Thu, 20-Feb-03

Buying OTC and Rx Drugs Online

The Internet is emerging as an important channel for drug purchases. Forrester reports that 12% of those US households that bought prescription drugs in 2002 bought at least one of their prescriptions online, and the latest findings from Miller-Williams indicate that 3% of consumers buy OTC drugs online.

Technology Adoption of Prescription Drug Purchasers in the US, 2003 (as a % of online households)

	Bought prescription online	Only bought prescription offline	Bought no prescription, but made other online purchases
Technology optimists	72%	65%	68%
Have a PC at home	95%	94%	94%
Own a mobile phone	77%	77%	75%
Have broadband at home	34%	26%	29%
Have a PDA	13%	11%	11%
Receive wireless data services	8%	6%	7%

Source: Forrester Research, June 2003

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