



The rise of On-Demand Health & Beauty



Pharma Synergy OTC Rome
September 2026





Quick Commerce is a channel which behaves **differently**

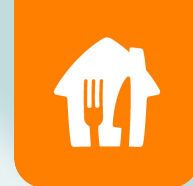


 ***New Shopper Missions***

 ***Distinct Customer Behaviour***

 ***Different Basket Dynamics***

Why would a consumer shop Pharmacy *within the hour?*



On-Demand Pharmacy Shopper Missions

Unable to leave
home

Embarrassed to buy
in store

Urgent or
Unplanned Needs

Top Up or
Run Out

Product Categories

Self Tests

Covid Test, Thermometer

Family Planning

Pregnancy tests

Pain Relief

Paracetamol, Ibuprofen

Skincare

Sunscreen, Moisturiser

First Aid

Band-aid, Betadine

Sexual Wellness

Condoms, Lubricants

Cough, Cold & Flu

Strepsils, Nasal Spray

Fragrance

Aftershave, Perfume,
Gifting

Children's Medicine

Pain relief, Infant Formula

Period, Incontinence

Pads, Tampons, Pants

Heartburn Relief

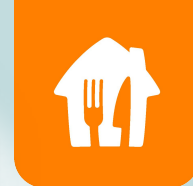
Metamucil, Gaviscon,
Rennies

Stop Smoking Aids

Lozenges, gum, patches



...as demonstrated by these insights



2.7M

Over The Counter items sold L12 months



- 1 Baby Wipes
- 2 Paracetamol
- 3 Pregnancy Tests

Top 3 Pharmacy SKUs



pregnancy tests, cold & flu

P-Med Search Demand

37k Viagra searches

24k Night Nurse searches

21k Morning After Pill searches

6.1M

Health & Beauty products sold L12 months



20%
of those are baby products

70%

of orders from our 24/7 Pharmacies being delivered between 10pm - 7am validating **late night demand**

220k

Pregnancy Tests searches



Jetzt bestellen!

 Lieferando

Partnerships

BENU+ 



GET

CURE

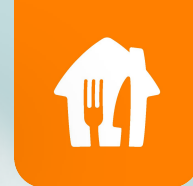
Superdrug 

Boots

Rexall

The **baby category** leads in 8 of our markets

Top selling products across Europe

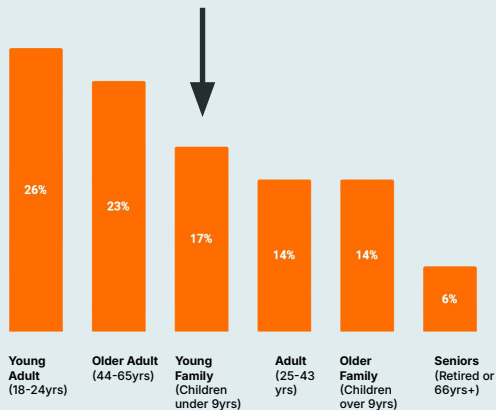


Meet the JET Pharmacy shopper:

Young, busy and running low on diapers



JET Pharmacy customers over-index on the Young Family Segment



...and over 50% of these customers have babies



These customers are less price sensitive due to their time sensitive needs





JUST EAT

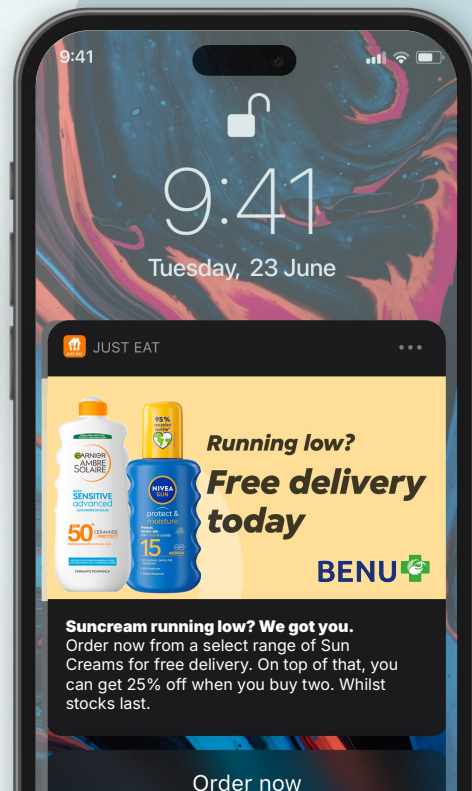
Ready for a restock? 🧴
It's been 2 weeks since you last ordered
Aptamil First Infant Milk Stage 1.

***Our large commerce
model means we can
target these customers at
exactly the right moment***

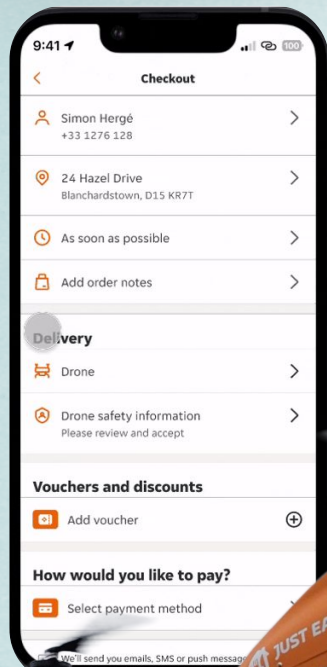
JUST EAT

Ran out of your favourite lipstick? 💄
Stock up now on the Revolution Satin
Kiss Lipstick, and guess what, there's
20% off.

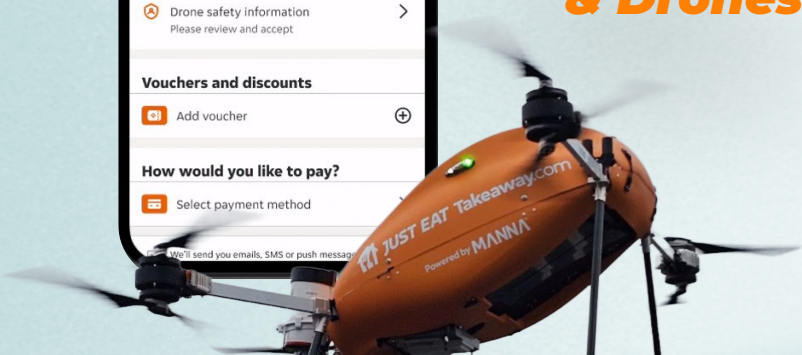
**+11% increase
in order
frequency**



Innovating to deliver even quicker



Robotics & Drones



Can you order me a fragrance for my girlfriend for Valentine's Day?

What type of scent does she normally wear?

Floral or Fruity!

How much is your budget?

€100 max

Adding Gucci Flora 50ml to the basket for you

Lifestyle Assistants

~53%
conversion vs
~36% app



Key Takeaways

- **The On-Demand basket differs significantly from traditional retail channels**
- **Young Families are the core consumer segment shopping this category**
- **AI will make ordering from this category even easier and faster**



Thank you
Any questions?



Pharma Synergy OTC Rome
September 2026

