

Homeopathic and Anthroposophic Medicinal Products in the EU

**Who uses them and
why?**

2023



European Coalition on
Homeopathic & Anthroposophic
Medicinal Products

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Executive Summary

Millions of European citizens choose and have confidence in the use of homeopathic medicinal products for their health care.

In countries where homeopathy is well known, its use is widespread – 79% of French, 60% of Germans, 57% of Italians, 47% of Spanish and 42% of Austrians have used homeopathic medicines. Users are attracted to homeopathy by its effectiveness and safe profile and its natural characteristics.

Patients report a high level of satisfaction with homeopathic and anthroposophic medicine treatment and confidence in homeopathy amongst those who use it is high – 96% of homeopathy patients in Bulgaria are satisfied or very satisfied with their treatment, 90% of German users find homeopathic medicines completely or partly effective, 84% of Spanish and 81% of Italian users declare themselves to be satisfied with the treatment, and 74% of French and 72% of Austrian users of homeopathic medicines find them effective.

Users tend to be female with higher levels of education and from higher income brackets.

Word-of-mouth recommendation from friends or family is still the main reason people try homeopathy, although recommendations from doctors and pharmacists are also important. A consistent message from patients around Europe is that they want to be able to turn to their health professionals for information on homeopathy and would like their doctors to prescribe these products more frequently, alongside conventional medicines. A significant proportion of doctors and pharmacists in the countries surveyed recommend these products – however, awareness of homeopathy amongst health professionals is lower than amongst the population at large, and health professionals tend to underestimate the level of use of these treatments by their patients.

The vast majority of Europeans in the countries surveyed believe that conventional and complementary medicine can be used together and the majority are in favour of insurance funds reimbursing the cost of homeopathic medicines.

Health literacy has accelerated greatly since the Covid pandemic and patients are taking an active role in their own care, exploring health in all its forms. Patients want to participate in the decision-making process and make informed decisions. Increased interest in complementary and alternative medicine can be seen, particularly in women and in younger people. The interest in and support for homeopathy in Europe is in line with this trend.

Those who use these medicinal products do so consciously and by choice. They are eager to find partners in their healthcare practitioners to enable them to access the best information and manage their health in a holistic way.

Introduction

This report provides an up-to-date profile of the users of homeopathic and anthroposophic medicinal products in the EU.

Homeopathy is used in 100 countries around the world, the third most popular specific complementary medicine after acupuncture and herbal medicine. This is a long-standing tradition in the EU and the regulation of homeopathic medicinal products is deeply rooted in their broad use in the member states. The specific details on how they are regulated can be found in [Directive 2001/83/EC](#) of the European Parliament and of the Council of 6 November 2001 on the Community code relating to medicinal products for human use.

Anthroposophic medicinal products described in an official pharmacopoeia and prepared by a homeopathic method are treated, as regards registration or marketing authorisation, in the same way as homeopathic medicinal products. There is currently no special legal provision for anthroposophic medicinal products which are not manufactured according to homeopathic manufacturing methods.

Research in these fields confirms significant added value to society of these therapeutic approaches and their medicinal products, including clinical effectiveness, low incidence of side effects and cost-effectiveness. In addition, these therapies have a role to play in fields of specific relevance to EU health policy, such as polypharmacy, non-communicable diseases, mental health, healthy ageing, and for children and young people. Current evidences suggest that they can contribute to safe and effective strategies to reduce the use of antibiotics.

Data in this report is drawn from a number of publicly available sources – both market studies and published and peer-reviewed research. The report provides a synthesis of this information to offer a unique European profile of the users of these products, their choices and their needs.

In the period during and immediately after the Covid-19 pandemic, there were few new studies published. However, in the last twelve months, a number of new studies have emerged, particularly in the larger markets, and these are included in the report.

Insights into other markets are mostly limited to older data. With the exception of published academic studies that we deem to be robust and still relevant, we have excluded any studies that are more than ten years old or have been replaced by more recent information.

1. User awareness and use

Numbers from market-specific surveys confirm the level of awareness and usage of homeopathy in those countries. The latest data confirm that in the countries where awareness of homeopathy is high, the use of homeopathic medicines is widespread – 79% of French, 60% of Germans, 57% of Italians, 47% of Spanish and 42% of Austrians have used homeopathic medicines in their lifetime.

Specifically:

- in **Austria**
 - Homeopathy is the most popular complementary medicine treatment in Austria – 42% of the population (and 52% of women) have used it.¹
- in **Belgium**
 - 46% of households have used homeopathic medicines and 50% of users have been using these products for more than five years.²
- in **France**, market surveys confirm that
 - 79% of people have taken homeopathy at some point in their life– the majority (58%) several times – and 87% know of a close friend or relative who has done so;³
 - 52% of people say they use homeopathy (19% regularly and 33% from time to time) compared to only 35% who use other forms of complementary medicine;⁴ over 40% have been using homeopathy for more than 10 years;⁵
 - about seven out of ten people trust homeopathy^{6,7} – with 72% very or somewhat convinced of its benefits for health.⁸
- in **Germany**
 - The overwhelming majority of the population (94%) have heard of homeopathic medicines and in 2022, 60% of those aged 16 and over have used them;⁹
 - These numbers confirm growing usage – in 2021, 54% had tried homeopathy (55% in 2020) and an additional 16% (15%) were open to trying it, with 70% of Germans over the age of 18 having an open attitude towards homeopathy;¹⁰
 - Homeopathy is the most popular integrative medicine therapy used by parents for their children.¹¹

¹ Wiener Städtische, Gallup Institut, 2022

² Boiron iVox 2017

³ Les Français et l'homéopathie, Harris Interactive, 2022

⁴ Baromètre santé 360, Les médecines alternatives et complémentaires, Odoxa, 2019

⁵ Les Français et l'homéopathie, Ipsos, 2018

⁶ Observatoire Sociétal du médicament, prepared for Les Entreprises du Médicament (leem), 8ème vague, Ipsos 2018

⁷ Odoxa 2019

⁸ Odoxa 2019

⁹ Homöopathie: Nutzung und Wertschätzung in der Bevölkerung, IfD Allensbach, 2023

¹⁰ Umfrage zur Homöopathie, forsa 2021

- in **Italy**
 - 86% of Italians know of homeopathy and 57% have used it in their lifetime – 46% in the last twelve months;¹²
 - 17% of the total population (9m Italians) use it at least once a year; on average, those who use homeopathy have been doing so for 6.5 years;¹³
 - 66% of Italians trust homeopathic medicine and 60% expect to use homeopathy in the future.¹⁴
- in **Latvia**
 - About 90% of respondents indicated they are familiar with homeopathy, with 63% indicating they use the products.¹⁵
- in **Lithuania**
 - 91% of respondents are familiar with homeopathy and 66% use homeopathic medicinal products.¹⁶
- in **Spain**
 - 47% of Spanish have used homeopathy in their lifetime – and this number is up from 33% in 2011 – and 52% will consider using it in the future;¹⁷
 - Two thirds (66%) of citizens have heard of homeopathy.¹⁸

2. Why homeopathic and anthroposophic medicinal products?

Numerous studies confirm that users are attracted to homeopathy by its effectiveness and safe profile, its natural characteristics.¹⁹ As shown below, studies also confirm it as a suitable choice for use in children.

Both older and more recent specific market and social data studies confirm these reasons, showing why users choose homeopathic medicines:

- 91% of **Austrian** users believe that homeopathic medicines have **fewer side effects**;²⁰

¹¹ Integrative pediatrics survey: Parents report high demand and willingness to self-pay for complementary and integrative medicine in German hospitals, Anheyer et al, *Complementary Therapies in Medicine*, Volume 60, August 2021, <https://doi.org/10.1016/j.ctim.2021.102757>

¹² Italiani e Omeopatia: conoscenza e utilizzo, Harris Interactive, 2022

¹³ L'omeopatia e il governo pentastellatoemg, EMG Acqua, 2018

¹⁴ Italiani e Omeopatia, Harris Interactive, 2022

¹⁵ User survey, Mitela, 2018

¹⁶ User survey, Mitela, 2018

¹⁷ Cómo perciben y usan los españoles la homeopatía, Harris Interactive, 2023

¹⁸ Sociodemographic profile of the homeopathy user in Spain, Atención Primaria, 2018

¹⁹ e.g. Patient satisfaction and side effects in primary care: An observational study comparing homeopathy and conventional medicine, Marian et al, *BMC Complementary and Alternative Medicine*, 2008

²⁰ Homöopathie and pflanzliche Arzneimittel, GfK, 2018

- 57% of **Belgian** users choose homeopathy because it is **natural** and 41% do so to avoid chemical medicines;²¹
- in **Bulgaria**, the main reasons patients give for visiting a homeopathic doctor are that they would like to use a healing method with no side effects (49%) or that they have not been healed through conventional methods (41%);²²
- the main reasons the **French** give for using homeopathy or other alternative medicines are because the products are more **natural**, they believe they do **less harm**, they have good availability and they **work well alongside mainstream medicines**; 28% of users have no confidence in traditional medicine; 63% think homeopathy is more effective for **treating benign conditions** such as a cold or rhinitis, and 90% would turn to conventional medicine for serious illnesses;²³ 70% of users use homeopathy at the first sign of symptoms while 50% use it for longer term treatment (of at least a few weeks);²⁴
- 78% of **Germans** who use homeopathy do so because it has barely any side effects, 63% say it is **well-tolerated** and 58% that is well suited to **children**;²⁵
- **Italians** base their choice on the fact that homeopathic medicines are **natural** and without the risk of side effects (57%), a preference not to use chemical medicines (45%), the effectiveness of the treatment (26%) and because they believe it to a better alternative for their health (24%);²⁶ they are perceived to be **particularly suitable for less severe disorders** such as anxiety, stress, cystitis and gastritis (12%) and almost three out of ten Italians use them **for children**, especially for respiratory infections;²⁷
- **Spanish** users choose homeopathy because it is a **natural** therapy and has few side effects; 34% use it in the context of a **chronic disease**, 27% in the practice of sports and 25% after a treatment that is not very effective;²⁸
- users in **Latvia**²⁹ choose it because the products are **natural** and **effective**;
- users in **Lithuania**³⁰ choose homeopathy because it is **natural**, **safe**, effective and gentle.

²¹ Boiron, 2013

²² Homeopathic treatment in Bulgaria, National Centre for Public Health and Analysis, 2021

²³ Odoxa, 2019

²⁴ Les Français et l'homéopathie, Ipsos, 2018

²⁵ Allensbach, 2014

²⁶ Italiani e Omeopatia, Harris Interactive, 2022

²⁷ Omeopatia: l'immagine odierna, EMG Acqua, 2016

²⁸ Los españoles y la homeopatía, Harris Interactive, 2023

²⁹ Mitela 2018

³⁰ Mitela 2018

3. Patient satisfaction

A number of research studies demonstrate a high level of patient satisfaction with homeopathic and anthroposophic medicinal treatment. Patient satisfaction with anthroposophic healthcare is shown to be generally high and therapeutic expectations are fulfilled.

Specifically:

- one observational study³¹ of patients receiving homeopathic treatment confirmed that **95% of patients expressed very high satisfaction** with their homeopathic treatment while rating of their previous treatment was only 20%; the large majority (89%) said homeopathy had improved their physical condition; compared to previous conventional treatment, patients reported that consultations cost less;
- another study showed that patients of homeopathic physicians were more often ‘completely satisfied’ with their treatment than those in conventional care in a primary care setting – that is **53% compared to 43%**;³²
- an observational study at Bristol Homeopathic Hospital over a 6-year period found that **70% of follow-up patients reported improved health**, 50% referring to major improvement;³³
- similarly, in a survey of patients in anthroposophic primary care practices,³⁴ patients reported **very high satisfaction** with anthroposophic healthcare; patient satisfaction is generally high and therapeutic expectations are fulfilled.
- a more recent analysis of data from policy holders of a German health insurance company³⁵ shows a **clear positive therapeutic effect** of homeopathy in daily care and a better cost-benefit ratio for selected diseases than purely conventional therapies; those who receive homeopathic care need fewer conventional medicines than those who receive ordinary conventional care without homeopathic treatment; this applies to both children and adults, suffering from a wide range of conditions; the effectiveness of medical homeopathic treatments is demonstrated through the lower consumption of strong drugs, a reduction in the number of days off work, fewer hospital admissions and shorter hospital stays.

Market surveys also confirm that satisfaction with this treatment is high – 96% of patients of homeopathy in Bulgaria are satisfied or very satisfied with their treatment by a homeopathic doctor, 90% of German users find homeopathic medicines completely or partly effective, 84% of Spanish users and 81% of Italians declare themselves to be satisfied with the treatment, and 74% of French and 72% of Austrian users of homeopathic medicines find them effective. Specifically:

³¹ An observational study of patients receiving homeopathic treatment, Van Wassenhoven M. and Ives G., 2004

³² Patient satisfaction and side effects in primary care: An observational study comparing homeopathy and conventional medicine, Marian et al, BMC Complementary and Alternative Medicine, 2008

³³ Spence et al., Homeopathic treatment for chronic disease: a 6-year university-hospital outpatient observational study. Journal of Alternative and Complementary Medicine, 2005

³⁴ Kienle et al., Anthroposophic Medicine: An Integrative Medical System Originating in Europe, Global Advances in Health and Medicine, 2013

³⁵ ‘Studie zur Homöopathie: Wirtschaftlich und Wirksam’, Securvita 2020

- 72% of **Austrian** users of homeopathic medicines find them effective.³⁶
- in **Bulgaria**
 - 96% of patients of homeopathy are satisfied or very satisfied with their treatment;
 - 27% say they are completely cured and 60% say they have seen improvements;
 - 95% would recommend the treatment to family and friends;
 - 81% of patients say the main reason for their high satisfaction is the result of the treatment.³⁷
- in **France**
 - 73% trust in this therapeutic system;³⁸
 - 76% have a good image of homeopathy;³⁹
 - 65% of users are convinced of the benefits of homeopathy⁴⁰ and users have a high level of confidence in the effectiveness of these medicines – 72% say they experienced positive benefits when they last used the products and 74% consider these products to be effective;⁴¹
 - 70% would use homeopathy as a first treatment solution and half have used homeopathy as a treatment over a longer period.⁴²
- in **Germany**
 - The majority of users (67%) were satisfied or very satisfied with the effectiveness and tolerability of the products;⁴³
 - 23% of the population and 35% of users are convinced of their effectiveness, while a further 51% (55% of users) consider them to be partially effective and partially ineffective; confidence has declined since 2014, when one third of the population (33%) was convinced that the medicines are effective; on the other hand, the share of the population who consider homeopathy not effective has gone down from 20% in 2020 to 14% in 2022; only 9% of users of homeopathy find it to be ineffective;⁴⁴
 - 36% of users (and 41% of female users) say that the medicines have helped them; a further 43% say the medicines have not always helped; only 13% say they have not helped at all; 50% of internal medicine patients who have used homeopathy for their primary medical complaint reported perceived benefits.⁴⁵
- in **Italy**
 - 66% of Italians trust homeopathic medicine and 81% of users declare themselves to be satisfied with homeopathy.⁴⁶

³⁶ GfK, 2018

³⁷ National Centre for Public Health and Analysis, 2021

³⁸ Les Français et l'homéopathie, Harris Interactive, 2022

³⁹ Ipsos, 2018

⁴⁰ Place de l'homéopathie en France & Homéo-segments, AplusA, 2021

⁴¹ Ipsos, 2018

⁴² Ipsos, 2018

⁴³ Forsa, 2021

⁴⁴ IfD Allensbach, 2023

⁴⁵ Characteristics of Homeopathy Users among Internal Medicine Patients in Germany, Complementary Medicine Research, 2016

⁴⁶ Italiani e Omeopatia, Harris Interactive, 2022

- in **Spain**
 - 84% of those who have used homeopathy are satisfied with the treatment;⁴⁷
 - Eight out of ten (82%) of those who using homeopathy are satisfied or very satisfied with the outcome of their treatments, and this figure goes up to 99% in regular users;⁴⁸
 - Users of homeopathic products go to the doctor less frequently (8%) than the general population (18%).⁴⁹

4. Portrait of frequent users

Existing research⁵⁰ reports that users of homeopathic medicine are more likely to be female (75% women versus 25% men). They are also younger (average 47 years old versus 54 years old in the conventional medicine group) and have a higher educational status (32% college or university degrees versus 25%). In addition, they suffer more often from chronic diseases (60% versus 20%).

Another study⁵¹ confirms that patients of homeopathic primary care by physicians tend to be more often female and have higher education than those of conventional primary care by physicians. Most of them have healthier lifestyles, are open to holistic and natural treatments and are more likely to participate actively in their own care.

Market and social data studies confirm many of these research study findings. They report that users tend to be mostly female, with a higher level of education and from the higher income brackets:

- data from **Austria** confirms that homeopathy is more popular with women – 42% of the population have used it and 52% of women.⁵²
- in **Bulgaria**, the most frequent users of homeopathic treatment are female with higher education, aged about 40; 75% of patients of homeopathy are female and 67% have a university education; the largest age group is about 40 years old.⁵³
- in **France**, patients who choose homeopathy have higher education, a healthy lifestyle and a willingness to participate in their own care.⁵⁴

⁴⁷ Los españoles y la homeopatía, Harris Interactive, 2023

⁴⁸ Estudio sobre conocimiento y uso de homeopatía en España, Revista Medica de Homeopatía, 2012

⁴⁹ Atención Primaria, 2018

⁵⁰ Patient satisfaction and side effects in primary care: An observational study comparing homeopathy and conventional medicine, Marian et al, BMC Complementary and Alternative Medicine, 2008

⁵¹ Lert F et al., Characteristics of patients consulting their regular primary care physician according to their prescribing preferences for homeopathy and complementary medicine. Hom 2014;103, 51-57

⁵² Wiener Städtische, Gallup Institut, 2022

⁵³ National Centre for Public Health and Analysis, 2021

⁵⁴ Characteristics of patients consulting their regular primary care physician according to their prescribing preferences for homeopathy and complementary medicine, Lert et al., <https://pubmed.ncbi.nlm.nih.gov/24439455>, 2014

- in **Germany**
 - Women are more likely to use homeopathy than men (69% compared to 50%)⁵⁵ and it is most widespread with 45-59 year olds (61% have experience of using homeopathy), followed by 59% of 30-44 year olds and 57% of 18-29 year olds;⁵⁶
 - higher socioeconomic status is an indicator for use – 65% compared to 47% of those in low social classes;⁵⁷
 - residents of western Germany (63% of the population) are more likely to have used homeopathic medicine than those in eastern Germany (44%).⁵⁸
- in **Italy**
 - 69% of users of homeopathic medicines are women, mostly aged between 35 and 54;
 - more than half (51%) have a higher education^{59,60} and are more likely to be in employment;⁶¹
 - those who live in North West Italy are the highest users of homeopathic medicines (30%) followed by the North East (28%).⁶²
- 62% of those who buy the products in **Latvia** have the highest level of education.⁶³
- in **Lithuania**, 97% of people purchasing homeopathic medicinal products are women; the largest age group is aged 51-60, followed by the 21-30 year olds; higher education is an indicator of level of interest.⁶⁴
- in **Spain**, typical homeopathy consumers are women (66%) with an average age of 46; 63% have higher education or professional training.⁶⁵

5. How are users introduced to homeopathy?

Word-of-mouth recommendation from friends or family is still the main reason people try homeopathy, although recommendations from doctors and pharmacists are also important. Studies show:

- 34% of **Belgians** use homeopathy on the recommendation of a close friend or relative, while 27% and 25% do so on the recommendation of their doctor or pharmacist;⁶⁶
- in **Bulgaria**, more than 75% were recommended homeopathy by a friend or relative, and 13% by a doctor;⁶⁷

⁵⁵ IfD Allensbach, 2023

⁵⁶ forsa 2021

⁵⁷ IfD Allensbach, 2023

⁵⁸ IfD Allensbach, 2023

⁵⁹ EMG Acqua, 2018

⁶⁰ EMG Acqua, 2020

⁶¹ EMG Acqua, 2020

⁶² EMG Acqua, 2018

⁶³ Mitela, 2018

⁶⁴ Mitela, 2018

⁶⁵ Atención Primaria, 2018

⁶⁶ Boiron, 2013

- 67% of **Germans** try homeopathy on the recommendation of a friend or family member, 53% on the recommendation of a doctor or practitioner and about a third (37%) on the recommendation of a pharmacist;⁶⁸
- in **Italy**, 28% of users were introduced to homeopathy by a pharmacist; others by family and friends (39%), their general practitioner (20%), with recommendations from pharmacists and doctors on the increase;⁶⁹ by contrast in Campania, 9% learnt about homeopathy from the doctor and 8% from the pharmacist;⁷⁰
- 70% of users in **Spain** have learnt about homeopathy from friends and acquaintances, 28% from the internet and 23% from a health professional.⁷¹

6. Homeopathy, health professionals and healthcare systems

A consistent message from patients around Europe is that they expect to be able to turn to their health professionals for information on homeopathy and would like their doctors to prescribe these products more frequently, alongside conventional medicines.

As shown below, surveys indicate a lower awareness of homeopathy amongst health professionals than amongst the population at large, and health professionals tend to underestimate the level of use of these treatments by their patients. Nevertheless a significant proportion of doctors and pharmacists in the countries surveyed recommend these products.

The vast majority of Europeans in the countries surveyed believe that **conventional and complementary medicine can be used together** and the majority are in favour of insurance funds reimbursing the cost of homeopathic medicines (see below).

There is limited comparative data on the use of homeopathy in healthcare systems. However, in 2016, one **six-country study** (Germany, Russia, Bulgaria, Spain, Colombia and Israel) found that 15% of paediatric prescriptions are for homeopathic preparations; homeopathic preparations are more frequently used in upper respiratory tract infections, infant colic, sleep disturbances, and recurrent infections. In the majority of cases, they are used together with conventional medicines; the interest of physicians in using homeopathic preparations in children is in most cases driven by request of the parents.⁷² This is reconfirmed by more recent research in Germany⁷³ which found that 40% of parents of children in clinical primary care use complementary and integrative medicine for their children at home and many would like it to be incorporated into clinical primary care (homeopathy being the most popular integrative medicine).

⁶⁷ National Centre for Public Health and Analysis, 2021

⁶⁸ Allensbach, 2014

⁶⁹ EMG Acqua, 2018

⁷⁰ EMG Acqua, 2020

⁷¹ Atencion Primaria, 2018

⁷² Global Pediatric Health, 2016

⁷³ Integrative pediatrics survey: Parents report high demand and willingness to self-pay for complementary and integrative medicine in German hospitals, Anheyer et al, *Complementary Therapies in Medicine*, Volume 60, August 2021, <https://doi.org/10.1016/j.ctim.2021.102757>

Country specific market studies find:

- in **Belgium**, 26% of general practitioners regularly prescribe homeopathic medicines and 72% of pharmacists advise on their use every day.⁷⁴
- 91% of **Bulgarians** think that homeopathic treatment should be paid for by the insurance companies⁷⁵ and 64% of family doctors and pharmacists in the country recommend homeopathy for simple conditions.⁷⁶
- in **France**:
 - nearly half (49%) of health professionals and one third of doctors are very or somewhat convinced of its benefits of homeopathy for health;⁷⁷
 - 71% of people believe that homeopathic medicines should be offered to patients alongside conventional medicine and 83% support the right of doctors to prescribe homeopathy alongside conventional treatment; 58% would like doctors to prescribe homeopathic medicines more frequently;⁷⁸
 - health professionals and doctors underestimate the use of homeopathy by about 50%;⁷⁹
 - 74% opposed the dereimbursement of these products;⁸⁰
 - 87% think alternative and conventional medicine are complementary.⁸¹
- in **Germany**
 - 64% think it is important or very important for their doctor to be able to recommend homeopathy or natural medicines;⁸²
 - 66% want to be able to purchase both natural medicine and homeopathy alongside conventional products in the pharmacy;⁸³
 - users of homeopathy are more likely to go to a pharmacy for treatment for everyday complaints than non-users, and less likely to go to the doctor;⁸⁴
 - 48% of the population (and 56% of women) think that health insurance funds should reimburse the cost of homeopathic medicines: 20% disagree;⁸⁵
 - 67% of the population (74% of women) think homeopathic medicines should continue to be sold as a supplement to conventional medicines.⁸⁶
- in **Italy**:
 - 44% of doctors and pharmacists consider homeopathic medicines to be particularly useful; one fifth of family doctors prescribe them; 41% of doctors,

⁷⁴ Boiron, 2018

⁷⁵ National Centre for Public Health and Analysis, 2021

⁷⁶ National Centre for Public Health and Analysis, 2021

⁷⁷ Odoxa, 2019

⁷⁸ Ipsos, 2018

⁷⁹ Odoxa, 2019

⁸⁰ Ipsos, 2018

⁸¹ Les Français et l'homéopathie, Harris Interactive, 2022

⁸² Kantar TNS, 2018

⁸³ Kantar TNS, 2018

⁸⁴ Kantar TNS, 2018

⁸⁵ IfD Allensbach, 2023

⁸⁶ IfD Allensbach, 2023

37% of pharmacists and 28% of medical-scientific opinion leaders say they hold no preconceptions or prejudices against homeopathy; 15% of doctors, university professors and scientific journalists appreciate homeopathy for its effectiveness, less than 10% refer to the ‘placebo effect’ of these products and only 14% of doctors or pharmacists would refuse to prescribe them;⁸⁷

- 77% of users consider homeopathy to be complementary to conventional medicine; 45% say they would first consult a homeopathic doctor or a general practitioner; about 40% would like to integrate homeopathy with conventional therapies; 38% of Italians would like homeopathy to be offered more often by health specialists;⁸⁸
- 40% would ask their pharmacist directly and 72% consider the pharmacy as the most suitable place for the purchase of homeopathic medicines⁸⁹ while 35% expect their general practitioners to provide information on homeopathy;⁹⁰
- over 90% of pharmacists experienced in homeopathic medicines will continue to recommend homeopathic medicinal products as much as or more than they did before the pandemic; the main reasons they give for recommending homeopathic products to their customers are ‘quality and absence of side effects’ (62%) and ‘efficacy’ (21%), followed by the fact the products are natural (14.5%); over 80% recommend these products to both prevent and treat illness;⁹¹
- seven out of ten of the pharmacists surveyed stated that they were satisfied or very satisfied in recommending a homeopathic product; 70% of pharmacists would like more training in homeopathy.⁹²

– **Spain**

- 84% think that complementary and conventional medicine can be used together;
- 85% think that homeopathy should be advised by their health professionals as often or more frequently than at present;
- 51% refer to the homeopathic physician and 38% to their regular pharmacist.⁹³

– In **Switzerland**, 23% of outpatient doctors prescribe homeopathy at least once a year.⁹⁴

⁸⁷ EMG-Acqua, 2019

⁸⁸ Italiani e Omeopatia, Harris Interactive, 2022

⁸⁹ Italiani e Omeopatia, Harris Interactive, 2022

⁹⁰ EMG Acqua, 2016

⁹¹ L’Omeopatia in Italia – Analisi dell’andamento del comparto omeopatico pre, durante e post-pandemia nelle farmacie italiane, Omeoimprese, University of Pavia, 2023

⁹² Omeoimprese, University of Pavia, 2023

⁹³ Los españoles y la homeopatía, Harris Interactive, 2023

⁹⁴ Markun et al, Beliefs, endorsement and application of homeopathy disclosed: a survey among ambulatory care physicians, Swiss Med Wkly., 2017

About ECHAMP

The aim of ECHAMP, the European Coalition on Homeopathic and Anthroposophic Medicinal Products, is to enable its members to meet the demand from users and prescribers across the EU for these medicinal products.

ECHAMP recognises the important role that homeopathy and anthroposophic medicine play and can play in health care. It works to develop the industry for homeopathic and anthroposophic medicinal products so as to ensure availability of medicines for self-medication and medicines recommended by prescribers.

ECHAMP advocates and supports standards and requirements, including for effectiveness, that are in line with the tradition and therapeutic systems of homeopathy and anthroposophic medicine as practised in Europe. It advocates an appropriate and well-balanced EU regulatory environment that reflects and ensures the quality and high safety of homeopathic and anthroposophic medicinal products, and it works to establish the industry as a credible and reliable player in health care.

ECHAMP E.E.I.G.
Rue Washington 40
B-1050 Brussels

T: (32) 2 649 94 40
E: office@echamp.eu

www.echamp.eu

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