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The Pharmacy Supply Chain Gets a Digital Backbone: Buymed's Regional Move

Vietnam-based Buymed is combining digital ordering, pharmaceutical distribution and partnerships to address the demanding logistics of medicine supply. Its growth reveals how healthcare transformation often happens out of sight.

Business / Pharmaceutical supply chain / Technology / Vietnam
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How pharmacies source their medicines

The work of building a regional distribution network

The Business Behind the Pharmacy Counter

A patient may see a prescription and a local pharmacy. Behind that transaction lies a complicated system of pharmaceutical manufacturers, distributors, warehouses, inventory controls, transport and product verification. When that system is fragmented, smaller pharmacies can struggle with stock availability, procurement efficiency and dependable access to suppliers.

Buymed, the technology-led pharmaceutical distribution company associated with the thuocsi.vn platform, has built a business around that infrastructure. Its model uses digital procurement and fulfilment capabilities to connect pharmacies and healthcare businesses with medicine suppliers.

BEHIND EVERY PHARMACY

Buymed

The company originated in Singapore in 2017 and expanded its operating base in Vietnam the following year. Its published development history describes growth into Cambodia and Thailand as well. This is a supply-chain enterprise, not merely a website for ordering medicines.

From Marketplace to Distribution Infrastructure

Buymed's own timeline records a US$51.5 million Series B fundraising in 2023 and service to tens of thousands of pharmacy customers by 2024. Those historical milestones provided the foundation for a more operationally complex business.

In May 2025, the company described a visit by pharmaceutical partner Opella to its fulfilment operation, including a reported 15,000-square-metre warehouse and QR-based systems intended to improve shipment traceability. This gives a practical glimpse of its model: technology must be supported by physical systems for receiving, tracking, storing and delivering regulated products.

Buymed's regional ambitions became more visible in 2026. It announced discussions with a range of pharmaceutical partners early in the year, and May 2026 reporting described a memorandum of understanding with Thailand's Woothi Interdrug at the Thailand–Vietnam Business Forum.

A memorandum signals an intended partnership, not the completion of every planned distribution change. The broader significance is that Buymed is attempting to coordinate supply relationships across markets with different healthcare and logistics requirements.

Why Execution Matters More Than the App

Digitising orders can reduce friction, but pharmaceutical distribution requires reliability and appropriate controls. Stock availability, batch traceability, cold-chain conditions where relevant, legitimate sourcing and applicable licensing are not optional details.

The company must also manage the commercial realities of serving many smaller customers. Pharmacies may order frequently and in varying quantities. Manufacturers need predictable relationships and clear fulfilment information. Warehouses must be run efficiently even when product portfolios expand.

For a business like Buymed, scale creates operational pressure. A larger distribution network introduces more inventory, more suppliers and more opportunities for errors. The practical test is whether digital systems help the company maintain visibility without compromising safety or product integrity.

This is also a sector where market impact should be described carefully. A larger network or higher gross merchandise value does not demonstrate that patients have experienced better medical outcomes. Those claims require different evidence. Buymed's verified value proposition is primarily about sourcing, ordering and distribution efficiency.

GCEIP Analysis

Buymed represents a transformation from transactional online procurement towards a broader healthcare supply-chain platform. Its regional partnerships and substantial physical facilities suggest an ambition to become part of the operating infrastructure that supports everyday pharmacy access.

The business is interesting because it combines multiple difficult capabilities: software, supplier relationships, warehousing, compliance and distribution. Each capability is necessary, but each also introduces costs and execution risks.

The clearest evidence of continued progress will come from service reliability, inventory controls, customer retention and responsible expansion in markets with differing pharmaceutical rules.

GCEIP View

Buymed is a reminder that some of the most valuable business transformations are not immediately visible to consumers. The company is trying to improve the system that connects manufacturers and pharmacies, rather than simply creating a new consumer brand.

Its next phase will depend on how effectively it integrates digital procurement with disciplined pharmaceutical logistics. If Buymed can turn regional partnerships into consistently reliable operations, it may contribute to a stronger healthcare distribution ecosystem across Southeast Asia. That is an enterprise story grounded in infrastructure rather than spectacle.