



Press release

STADA Health Report 2026: 82 percent of Europeans are open to AI playing a role in their healthcare

- STADA Health Report 2026: independent, representative survey of 20 European countries shows that Artificial Intelligence (AI) is already integrated in Europeans' personal healthcare. 82 percent are open to AI playing a role in their care, 55 percent actively use AI in relation to their health.
- At the same time, trust still has a human face: 77 percent of Europeans rely on their GP or other healthcare professionals for health-related decisions, and around 8 in 10 prefer to see their healthcare practitioner in person.
- Peter Goldschmidt, CEO STADA: "The discourse around empowered, self-determined patients is accelerating, and AI is driving this development forward at a markedly faster pace. People are no longer simply patients waiting in a queue. They are active participants who combine personal action, digital tools and professional advice into something new. Everyone within the healthcare sector will need to adapt and act on these changes."

Bad Vilbel, 06 July 2026 – In 2026, the STADA Health Report captures Europe's healthcare landscape shaped by colliding forces: Healthcare systems under sustained pressure, a population empowered to take their health into their own hands, and the rapid arrival of AI in everyday personal care. For the first time, this technology is no longer a future scenario, but a tool Europeans are already using.

Across the continent, satisfaction with healthcare systems has not recovered: only 56 percent of people are satisfied – virtually unchanged to the 58 percent recorded in 2025, and a continuation of the multi-year plateau since the post-pandemic decline.

STADA Health Report:

Independent representative online study by Human8 on behalf of STADA.

Anonymous research time frame: February through March 2026.

Sample: Between 500-2,000 respondents each from Austria, Belgium, Bulgaria, Czechia, France, Germany, Hungary, Ireland, Italy, Kazakhstan, Lithuania, Poland, Portugal, Romania, Serbia, Slovakia, Spain, Switzerland, the United Kingdom and Uzbekistan.

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Asked about the biggest health challenges in their country, 67 percent point to a shortage of healthcare professionals and the resulting long waiting times. Access to affordable healthcare is also endangered, with 43 percent mentioning this as a central concern, alongside an ageing population as well as chronic health issues (56 percent) and the growing number of people affected by mental health issues (53 percent). Asked what they would change first if they were Minister of Health, 58 percent would prioritize reducing waiting times by increasing the availability of healthcare professionals, and 49 percent would improve access to primary care.

In response to this pressure, Europeans are taking a more active role in managing their health. 78 percent feel well-equipped to look after themselves, 94 percent self-medicate for at least some health issues. The majority (85 percent) also use one or more tools – from fitness trackers to home measurement devices – to monitor their health.

Wide acceptance for use of AI in health contexts

In line with this growing awareness for and self-reliance in health matters, AI has crossed into everyday use: 55 percent of Europeans are currently using it in relation to their health, 82 percent are open to AI playing a role in their care. A significant share (43 percent) would even be willing to make their full health records AI-accessible to improve diagnosis, prevention or treatment, and 49 percent already trust, or would be willing to trust, an AI diagnosis.

“The discourse around empowered, self-determined patients is accelerating, and AI is driving this development forward at a markedly faster pace,” explains STADA CEO Peter Goldschmidt. “Europeans are no longer simply patients waiting in a queue. They are active participants who combine personal action, digital tools and professional advice



into something new. Everyone within the healthcare sector will need to adapt and act on these changes.”

Despite AI adoption, trust retains its human face

So, are doctors and pharmacists at risk of becoming less relevant considering growing AI influence? The opposite is true. Not only does the majority describe their general practitioner (77 percent) and pharmacists (57 percent) as their main influence in health-related decisions, Europeans also draw a clear line for AI adoption in care. Openness is broadest for administrative and monitoring tasks, like having AI arrange appointments and follow-ups (50 percent), taking notes during doctor visits and monitoring chronic conditions (36 percent). In short: AI is welcome as a healthcare assistant, but Europeans want decisions to remain with an actual person. In fact, 38 percent are expressly concerned about reduced human interaction in an AI-driven system, and 35 percent worry that the quality of communication with healthcare professionals could decline.

The role of healthcare professionals is evolving

Crucially, Europeans do not want healthcare professionals to step back as AI moves in, but they want them to take on more. 41 percent of Europeans expect them to offer more digital and remote consultations, 30 percent expect them to become even more important as trustworthy human contacts, and 26 percent expect them to act as advisors and interpreters who help patients navigate an ever-growing flood of health information. Only 20 percent think the importance of healthcare professionals will decrease because of AI. In other words: AI is changing the role of healthcare professionals, but expanding it rather than shrinking it.

The findings of the STADA Health Report 2026 describe a healthcare reality in which empowered patients, digital tools and human expertise are no longer separate worlds.

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"Among the many clear findings of this report is that this shift is not a temporary workaround for an overstretched system – it is becoming the model itself," Peter Goldschmidt concludes. "Even among those most open to AI, the appetite is for support, not substitution. Pharmacies are one of the most accessible, most trusted points of contact most Europeans have with their healthcare system – and the question is not whether they will change, but how they evolve into hubs that combine human expertise with the speed and reach of digital tools."

About The STADA Group

The STADA Group is headquartered in Bad Vilbel, Germany. The group focuses on a three-pillar strategy consisting of consumer healthcare products, generics and specialty pharma.

Worldwide, STADA sells its products in over 100 countries. In financial year 2025, STADA achieved group sales of € 4,296 million and adjusted constant-currency earnings before interest, taxes, depreciation and amortization (adj. cc EBITDA) of € 961 million. As of 31 December 2025, STADA employed 11,670 people worldwide.

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