

Global Direct-to-Consumer Pharmaceutical Advertising (DTCPA) Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

DTCPA can be defined as an effort (usually via popular media) made by a pharmaceutical company to promote its prescription products directly to patients.

Scope of the Report:

Direct-to-consumer pharmaceutical advertising (DTCPA) has grown rapidly during the past several decades and is now the most prominent type of health communication that the public encounters.

The global Direct-to-Consumer Pharmaceutical Advertising (DTCPA) market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Direct-to-Consumer Pharmaceutical Advertising (DTCPA).

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Direct-to-Consumer Pharmaceutical Advertising (DTCPA) market status and outlook of Global and major regions, from angles of players, countries,

product types and end industries; this report analyzes the top players in global market, and splits the Direct-to-Consumer Pharmaceutical Advertising (DTCPA) market by product type and applications/end industries.

Market Segment by Companies, this report covers

HARVARD POLITICAL REVIEW

MDedge

FDA

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Help-Seeking AD

Reminder AD

Product Claim AD

Market Segment by Applications, can be divided into

Pharmaceutical Companies

Pharmaceutical Factories

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