

# **Life Sciences Next-generation Customer Engagement Platforms Market Size, Share & Trends Analysis Report By Component (Software, Services), By Deployment Mode, By Functionality, By End Use, By Region, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

### Life Sciences Next-generation Customer Engagement Platforms Market Summary

The global life sciences next-generation customer engagement platforms market size was estimated at USD 2.37 billion in 2024 and is projected to reach USD 5.56 billion by 2033, growing at a CAGR of 10.13% from 2025 to 2033. Healthcare providers increasingly focus on personalized care, necessitating advanced engagement platforms to tailor interactions and enhance patient outcomes.

Growing need for customized interactions with healthcare professionals and patients, driving the development and implementation of advanced CEP solutions. The shift toward patient-centric care is accelerating demand for life sciences next-generation customer engagement platforms, as companies need digital tools that go beyond product promotion to deliver continuous support, education, and outcomes-focused engagement. For instance:

In October 2024, Temedica and Roche extended their successful partnership, benefiting tens of thousands of patients with digital companion apps like Retinora for retinal diseases and Brisa for multiple sclerosis. These apps, built on Temedica's platform and integrated with real-world evidence, provide personalized support that improves patient care, with ongoing expansions planned.

In March 2022, DarioHealth entered into a multi-year, USD 30 million strategic

agreement with Sanofi U.S. to accelerate the commercial adoption of Dario's digital therapeutics platform and expand digital health solutions. The collaboration aims to promote Dario's multi-condition digital therapeutics, increase sales reach in health plan and employer markets, and jointly develop new solutions to improve chronic disease management.

In September 2021, Genentech (Roche) deployed Lifelink Systems' AI-powered chatbot to improve patient communication in clinical trials. This demonstrated the need for platforms that can manage 24/7, scalable, and compliant patient touchpoints, which directly fuels CEP adoption.

These instances demonstrate how the industry is incorporating patient-centered approaches into engagement strategies. As digital companions, AI chatbots, and digital therapeutics collaborations grow, life sciences companies are compelled to adopt advanced customer engagement platforms that integrate these tools, support compliant interactions, and deliver measurable value across the care ecosystem, ultimately fueling market growth.

## Global Life Sciences Next-generation Customer Engagement Platforms Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global life sciences next-generation customer engagement platforms market report based on component, deployment mode, functionality, end use, and region:

Component Outlook (Revenue, USD Million, 2021 - 2033)

Software

Services (implementation, integration, support)

Deployment Mode Outlook (Revenue, USD Million, 2021 - 2033)

Cloud / SaaS (multi-tenant, subscription)

On-premise

Functionality Outlook (Revenue, USD Million, 2021 - 2033)

Core Engagement Layers

End to end content management

Engagement channel optimization

Commercial learning and training

Advanced Software Capabilities

Cognitive Capabilities

Functional Role Coverage

Sales

Marketing

Medical Affairs

Market Access

Patient Services

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Pharmaceutical Companies

Biotechnology Companies

Contract Research Organizations (CROs)

Medical Device Firms

Others (Including Research Institutes, etc.)

Regional Outlook (Revenue, USD Million, 2021 - 2033)

## North America

U.S.

Canada

Mexico

## Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

## Asia Pacific

China

Japan

India

South Korea

Australia

Thailand

Latin America

Brazil

Argentina

Middle East and Africa (MEA)

South Africa

Saudi Arabia

UAE

Kuwait

**This report can be delivered to the clients within 3 Business Days**

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