

US Healthcare Advertising Market Report & Forecast: 2016-2021

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Abstracts

Health related issues are growing rapidly all over the world making healthcare a major issue of concern. Health problems are fuelled by poverty, aging population and obesity in both developed and developing societies. As the economies grow and global disposable incomes rise, individuals demand better care and advanced medical interventions. Thus, the pace of growth in global health care spending, particularly in developing nations, is expected to accelerate rapidly for the foreseeable future. The healthcare spending in the United States is far greater than other countries. Currently, the United States has one of the highest per capita expenditure on healthcare with estimates suggesting that by 2020 the US will spend approximately 28% of its GDP on healthcare.

The increasing value that people place on social media and advertisements has brought about the integration of marketing and healthcare in the recent past. Healthcare corporations are increasing their expenditure on advertising through various channels like, television, print ads, social media, detailing, etc. and there is a shift of healthcare brands putting more money into the digital space.

The key healthcare segments analysed in this report are the Pharmaceutical (small molecule drugs) Market, Biopharmaceutical Market, Vaccines Market and Over-the-Counter (OTC) Drugs Market in the United States. For each of the healthcare segments, the report provides the share of various advertising channels such as detailing, sampling, Direct-to-Consumer (DTC), mailing/e-mailing, print advertising, etc. The report finds that detailing represents the most preferred mode of promotion across all the healthcare segments.

The healthcare market in the United States comprises of major players like Johnson &

Johnson, Pfizer, Merck & Co., GlaxoSmithKline and Roche, among many others. All these pharmaceutical corporations spend a large amount of their earnings on promotions and advertising of their drugs and healthcare products.

IMARC's new report "US Healthcare Advertising Market Report & Forecast: 2016-2021" provides an analytical and statistical insight into the advertising trends in the healthcare sector in the United States. The market analysis includes market trends, key players in the healthcare sector, sales and advertising trends in the different sectors, breakup by advertising channels, etc. The study, which is based both on desk research and multiple waves of qualitative primary research, is a must-read for entrepreneurs, investors, researchers, consultants, business strategists and all those who are planning to foray into US healthcare advertising market in any manner.

Key Questions Answered in this Report:

How is healthcare advertising different from conventional advertising?

What are the different channels for healthcare advertising?

What drives the healthcare advertising market in the US?

What is the value chain of the healthcare advertising market in the US?

What are the current trends in the healthcare advertising sector?

What are the historical, current and future trends of the advertising spend on healthcare sector in the US?

What are the historical, current and future sales value trends and advertising spend of the pharmaceutical (small molecule drugs) market in the healthcare sector in the US?

What are the historical, current and future sales value trends and advertising spend of the biopharmaceutical market in the US?

What are the historical, current and future sales value trends and advertising spend of the vaccines market in the US?

What are the historical, current and future sales value trends and advertising

spend of the Over-the-Counter (OTC) drugs market in the US?

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Who are the key players in the pharmaceutical market, biopharmaceutical market, vaccines market and Over-the-Counter (OTC) drugs market in the US and what is their advertising spend?

Who are the key players in the US healthcare advertising market and what are the trends of their sales and advertising spend?

What are the challenges of the healthcare advertising market in the US?

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