

US Healthcare Advertising Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/U1E1BD81F4C4EN.html>

Date: March 2023

Pages: 120

Price: US\$ 2,699.00 (Single User License)

ID: U1E1BD81F4C4EN

Abstracts

Market Overview:

The US healthcare advertising market size reached US\$ 22.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 29.2 Billion by 2028, exhibiting a growth rate (CAGR) of 4.6% during 2023-2028.

Healthcare advertising refers to the process of developing communication and marketing strategies for reaching new patients and enhancing patient care by creating an open line of communication between patients and healthcare organizations. It relies on highly segmented and targeted online and offline strategies to boost engagement and accelerate enterprise growth. At present, there is a rise in the demand for healthcare advertising in the US to raise awareness about available drugs and procedures and various diseases and health problems.

US Healthcare Advertising Market Trends:

The growing expenditure on advertising by various healthcare organizations in the US through television, print ads, and social media platforms represent one of the key factors driving the market. Moreover, rapid digital transformation in the healthcare system of the country with the introduction of electronic health records, telemedicine, and remote medical monitoring is propelling the growth of the market. In addition, Google, one of the widely used search engines, has allowed advertisers to post advertisements for prescription drugs, human immunodeficiency virus (HIV) home tests, addiction services, and clinical trial recruitment using relevant keywords. This, in turn, is positively influencing the market in the country. Besides this, there is an increase in the

utilization of multiple synchronized communication channels by various pharmaceutical companies to boost their consumer reach. This, along with the rising digital promotions, such as product websites, online display advertising, and social media campaigns, is bolstering the growth of the market. Other growth-inducing factors are new drug launches, technological advancements, healthcare reforms, aging population, and an increasing presence of generic and me-too drugs.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the US healthcare advertising market report, along with forecasts for the period 2023-2028. Our report has categorized the market based on product type.

Breakup by Product Type:

Pharmaceuticals (Small Molecule Drugs)

Biopharmaceuticals

Vaccines

Over-the-Counter (OTC) Drugs

Advertisements of pharmaceuticals (small molecule drugs) exhibit a clear dominance in the market to promote medication and medical products while growing exposure to millions of potential customers.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry. Some of these players are Johnson & Johnson Services, Inc., Pfizer Inc., Merck & Co., Inc., GlaxoSmithKline plc., Eli Lilly and Company, Novartis International AG, Sanofi S.A, AstraZeneca PLC, F. Hoffmann-La Roche Ltd. (Roche), Bayer AG, and Bristol-Myers Squibb (BMS).

Key Questions Answered in This Report:

What was the size of the US healthcare advertising market in 2022?

What is the expected growth rate of the US healthcare advertising market during 2023-2028?

What are the key factors driving the US healthcare advertising market?

What has been the impact of COVID-19 on the US healthcare advertising market?
What is the breakup of the US healthcare advertising market based on the product type?
Who are the key players/companies in the US healthcare advertising market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology
- 2.6 Study Assumptions

3 EXECUTIVE SUMMARY

4 AN OVERVIEW OF HEALTHCARE ADVERTISING IN THE UNITED STATES

5 WHAT DRIVES THE HEALTHCARE ADVERTISING MARKET IN THE US?

- 5.1 Digitalization and other Technological Advancements
- 5.2 Increasing Presence of Generic and Me-too Drugs
- 5.3 Government Regulations Supporting DTC Advertising
- 5.4 Launch of New Drugs
- 5.5 Increased Consumer Reach through Mobile Advertising
- 5.6 Other Key Drivers

6 HEALTHCARE ADVERTISING MARKET: VALUE CHAIN

- 6.1 DTC Advertising
- 6.2 Detailing

7 CURRENT TRENDS IN HEALTHCARE ADVERTISING

- 7.1 Focus on Content
- 7.2 Rise of Multichannel Marketing

- 7.3 Targeting Consumers with Local Advertising
- 7.4 Reliance on Social Media
- 7.5 Surging Mobile Marketing
- 7.6 Consumers Becoming Researchers
- 7.7 Information Dispensed through Videos
- 7.8 Increasing Importance of Online Reviews

8 US HEALTHCARE ADVERTISING MARKET: SWOT ANALYSIS

- 8.1 Overview
- 8.2 Strengths
- 8.3 Weaknesses
- 8.4 Opportunities
- 8.5 Threats

9 US HEALTHCARE ADVERTISING MARKET: PORTER'S FIVE FORCES ANALYSIS

- 9.1 Overview
- 9.2 Bargaining Power of Buyers
- 9.3 Bargaining Power of Suppliers
- 9.4 Degree of Rivalry
- 9.5 Threat of New Entrants
- 9.6 Threat of Substitutes

10 US HEALTHCARE ADVERTISING MARKET

- 10.1 Historical and Current Market Trends
- 10.2 Impact of COVID-19
- 10.3 Market Breakup by Product Type
 - 10.3.1 Pharmaceuticals (Small Molecule Drugs) Advertising Market
 - 10.3.1.1 Historical, Current and Future Trends
 - 10.3.1.2 Market Breakup by Advertising Channel
 - 10.3.1.3 Advertising Spend by Key Players
 - 10.3.2 Biopharmaceuticals Market
 - 10.3.2.1 Historical, Current and Future Market Trends
 - 10.3.2.2 Market Breakup by Advertising Channel
 - 10.3.2.3 Advertising Spend by Key Players
 - 10.3.3 Vaccines Market

- 10.3.3.1 Historical, Current and Future Market Trends
- 10.3.3.2 Market Breakup by Advertising Channel
- 10.3.3.3 Advertising Spend by Key Players
- 10.3.4 Over-the-Counter Drugs Market
 - 10.3.4.1 Historical, Current and Future Market Trends
 - 10.3.4.2 Market Breakup by Channel
 - 10.3.4.3 Advertising Spend by Key Players

11 MAJOR PLAYERS: SALES AND ADVERTISING SPEND

- 11.1 Advertising Spend by Major Pharma Companies
 - 11.1.1 Johnson & Johnson
 - 11.1.1.1 US Sales
 - 11.1.1.2 Advertising Spend by Channel
 - 11.1.1.3 Global Sales and Advertising Spend
 - 11.1.2 Pfizer
 - 11.1.2.1 US Sales
 - 11.1.2.2 Advertising Spend by Channel
 - 11.1.2.3 Global Sales and Advertising Spend
 - 11.1.3 Merck & Co.
 - 11.1.3.1 US Sales
 - 11.1.3.2 Advertising Spend on Different Segments
 - 11.1.3.3 Global Sales and Advertising Spend
 - 11.1.4 Glaxosmith Kline
 - 11.1.4.1 US Sales
 - 11.1.4.2 Advertising Spend on Different Segments
 - 11.1.4.3 Global Sales and Advertising Spend
 - 11.1.5 Eli Lilly
 - 11.1.5.1 US Sales
 - 11.1.5.2 Advertising Spend on Different Segments
 - 11.1.5.3 Global Sales and Advertising Spend
 - 11.1.6 Novartis
 - 11.1.6.1 US Sales
 - 11.1.6.2 Total Sales of Different Segments
 - 11.1.6.3 Global Sales and Advertising Spend
 - 11.1.6.4 Global Sales and Advertising Spend
 - 11.1.7 Sanofi
 - 11.1.7.1 US Sales
 - 11.1.7.2 Advertising Spend on Different Segments

- 11.1.7.3 Global Sales and Advertising Spend
- 11.1.8 AstraZeneca
 - 11.1.8.1 US Sales
 - 11.1.8.2 Advertising Spend on Channel
 - 11.1.8.3 Global Sales and Advertising Spend
- 11.1.9 Roche
 - 11.1.9.1 US Sales
 - 11.1.9.2 Advertising Spend on Different Segments
 - 11.1.9.3 Global Sales and Advertising Spend
- 11.1.10 Bayer Healthcare
 - 11.1.10.1 US Sales
 - 11.1.10.2 Advertising Spend on Different Channel
 - 11.1.10.3 Global Sales and Advertising Spend
- 11.1.11 Bristol- Myers Squibb
 - 11.1.11.1 US Sales
 - 11.1.11.2 Advertising Spend by Channels
 - 11.1.11.3 Global Sales and Advertising Spend

12 MARKET CHALLENGES

- 12.1 Trust Gap between Consumers and Advertisers
- 12.2 Strict Rules and Regulations by FDA
- 12.3 Unethical Practices
- 12.4 Macroeconomic Scenario
- 12.5 Other Challenges

List Of Tables

LIST OF TABLES

Table 1: US: Pharmaceutical (Small Molecule Drugs) Market: Advertising Spend by Key Players

Table 2: US: Biopharmaceutical Market: Advertising Spend by Key Players (in US\$ Million)

Table 3: US: Vaccines Market: Advertising Spend by Key Players

Table 4: US: OTC Drugs Market: Advertising Spend by Key Players

Table 5: US: Advertising Spend by Major Players, (in Million US\$)

Table 6: Merck & Co.: Total Spending on Different Divisions (in Million US\$), 2017

Table 7: GSK: Advertising Spend on Different Channels (in Million US\$), 2017

Table 8: Eli Lilly: Advertising Spend on Different Channels (in Million US\$), 2017

Table 9: Novartis: Total Sales of Different Segments (in Million US\$), 2017

Table 10: Sanofi: Advertising Spend on Different Products (in Million US\$), 2015

Table 11: AstraZeneca: Advertising Spend on Different Channels in the US (in US\$ Million), 2012

Table 12: Roche: Total Spending on Different Divisions (in Million US\$), 2015

List Of Figures

LIST OF FIGURES

Figure 1: US: Breakup of Healthcare Market

Figure 2: US: Healthcare Industry Digital Ad Spending (in Billion US\$), 2017-2022

Figure 3: United States: Healthcare Advertising Industry: Value Chain Analysis of DTC Advertising

Figure 4: US: Healthcare Advertising Industry: SWOT Analysis

Figure 5: US: Healthcare Advertising Industry: Porter's Five Forces Analysis

Figure 6: US: Healthcare Advertising Market: Sales Value (in Billion US\$), 2017-2022

Figure 7: US: Healthcare Advertising Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 8: US: Healthcare Advertising Market: Breakup by Product Type (in %), 2022

Figure 9: US: Pharmaceutical (Small Molecule Drugs) Market: Sales Value (in Billion US\$), 2017-2022

Figure 10: US: Pharmaceutical (Small Molecule Drugs) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 11: US: Pharmaceutical (Small Molecule Drugs) Market: Advertising Spend (in Billion US\$), 2017-2022

Figure 12: US: Pharmaceutical (Small Molecule Drugs) Market Forecast: Advertising Spend (in Billion US\$), 2023-2028

Figure 13: US: Pharmaceutical (Small Molecule Drugs) Market Advertising Spend Breakup by Channels (in Billion US\$), 2017-2022

Figure 14: US: Biopharmaceutical Market: Sales Value (in Billion US\$), 2017-2022

Figure 15: US: Biopharmaceutical Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 16: US: Biopharmaceutical Market: Advertising Spend (in Billion US\$), 2017-2022

Figure 17: US: Biopharmaceutical Market Forecast: Advertising Spending (in Billion US\$), 2023-2028

Figure 18: US: Biopharmaceutical Market: Advertising Spend: Breakup by Channels (in %), 2022

Figure 19: US: Biopharmaceutical Market: Advertising Spend: Breakup by Different Providers (in %), 2022

Figure 20: US: Vaccines Market: Sales Value (in Billion US\$), 2017-2022

Figure 21: US: Vaccines Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 22: US: Vaccines Market: Advertising Spend (in Billion US\$), 2017-2022

Figure 23: US: Vaccines Market Forecast: Advertising Spend (in Billion US\$),

2023-2028

Figure 24: US: OTC Drugs Market: Sales Value (in Billion US\$), 2017-2022

Figure 25: US: OTC Drugs Market: Sales Forecast (in Billion US\$), 2023-2028

Figure 26: US: OTC Drugs Market: Advertising Spend (in Billion US\$), 2017-2022

Figure 27: US: OTC Drugs Market Forecast: Advertising Spend (in Billion US\$), 2023-2028

Figure 28: US: OTC Drugs Market: Advertising Spend: Breakup by Channels (in %)

Figure 29: US: Advertising Spend by Top Companies Breakup (in %),

Figure 30: US: Pharmaceutical Marketing: Expenditure Breakup by Type (in %),

Figure 31: Johnson & Johnson: The US and Rest of the World Sales (in Billion US\$), 2014-2017

Figure 32: Johnson & Johnson: Advertising Spend: Breakup by Different Channels (in %), 2017

Figure 33: Johnson & Johnson: Global Sales and Advertising Spend (in Billion US\$), 2014-2017

Figure 34: Pfizer: US and Rest of the World Sales (in Billion US\$), 2014-2017

Figure 35: Pfizer: Advertising Spend: Breakup by Different Channels in the US (in %), 2017

Figure 36: Pfizer: Global Sales and Advertising Spend (in Billion US\$), 2014-2017

Figure 37: Merck & Co.: US and Rest of the World Sales (in Billion US\$), 2014-2017

Figure 38: Merck & Co.: Breakup of Spending on Different Divisions (in %), 2017

Figure 39: Merck & Co.: Global Sales and Advertising Spend (in Billion US\$), 2014-2017

Figure 40: Glaxosmith Kline: US and Rest of the World Sales (in Billion US\$), 2014-2017

Figure 41: GSK: Breakup of Spending on Different Channels (in %), 2017

Figure 42: GSK: Global Sales and Advertising Spend (in Billion US\$), 2014-2017

Figure 43: Eli Lilly: US and Rest of the World Sales (in Billion US\$), 2014-2017

Figure 44: Eli Lilly: Breakup of Spending on Different Channel (in %), 2017

Figure 45: Eli Lilly: Global Sales and Advertising Spend (in Billion US\$), 2014-2017

Figure 46: Novartis: US and Rest of the World Sales (in Billion US\$), 2014-2017

Figure 47: Novartis: Breakup of Spending on Different Channel (in %), 2017

Figure 48: Novartis: Global Sales and Advertising Spend (in Billion US\$), 2014-2017

Figure 49: Sanofi: US and Rest of the World Sales (in Billion US\$), 2014-2017

Figure 50: Sanofi: Breakup of Spending on Different Products (in %), 2015

Figure 51: Sanofi: Global Sales and Advertising Spend (in Billion US\$), 2014-2017

Figure 52: AstraZeneca: US and Rest of the World Sales (in Billion US\$), 2014-2017

Figure 53: AstraZeneca: Advertising Spend: Breakup by Different Channels in the US (in %), 2012

Figure 54: AstraZeneca: Global Sales and Advertising Spend (in Billion US\$), 2014-2017

Figure 55: Roche: US and Rest of the World Sales (in Billion US\$), 2014-2017

Figure 56: Roche: Breakup of Spending on Different Divisions (in %), 2015

Figure 57: Roche: Global Sales and Advertising Spend (in Billion US\$), 2014-2017

Figure 58: Bayer Healthcare: US and Rest of the World Sales (in Billion US\$), 2014-2017

Figure 59: Bayer Healthcare: Breakup of Spending on Different Channels (in %), 2015

Figure 60: Bayer Healthcare: Global Sales and Advertising Spend (in Billion US\$), 2014-2017

Figure 61: Bristol-Myers Squibb: US and Rest of the World Sales (in Billion US\$), 2014-2017

Figure 62: Bristol-Myers Squibb: Breakup of Spending on Different Channels (in %), 2014

Figure 63: Bristol-Myers Squibb: Global Sales and Advertising Spend (in Billion US\$), 2014-2017

I would like to order

Product name: US Healthcare Advertising Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/U1E1BD81F4C4EN.html>

Price: US\$ 2,699.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U1E1BD81F4C4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

