

Global CRM in Life Sciences Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global CRM in Life Sciences market size is predicted to grow from US\$ 1243 million in 2025 to US\$ 1927 million in 2032; it is expected to grow at a CAGR of 6.6% from 2026 to 2032.

Customer Relationship Management (CRM) systems are widely used in the life sciences industry to manage interactions and relationships with healthcare professionals (HCPs), patients, and other stakeholders. CRM solutions tailored for the life sciences sector offer specific functionalities and features to address the unique needs and regulatory requirements of pharmaceutical, biotechnology, medical device, and healthcare organizations.

The CRM market in life sciences is growing rapidly, driven by trends in digital transformation, patient-centric care, and data-driven insights. Here's a snapshot of key trends:

- Patient-Centric Focus:** Companies are using CRMs to support personalized patient journeys, improve adherence, and enhance overall engagement.
- AI and Predictive Analytics:** Advanced analytics enable targeted marketing, forecast demand, and optimize outreach to healthcare professionals (HCPs) and patients.
- Cloud-Based Solutions:** Cloud CRMs support remote access and scalability, allowing seamless collaboration across global teams.
- Omnichannel Engagement:** Companies leverage CRMs to engage via multiple channels (social media, email, virtual events), creating a unified customer experience.

The CRM market in life sciences will continue expanding as digital strategies and patient-centered approaches gain prominence.

LPI (LP Information)' newest research report, the 'CRM in Life Sciences Industry Forecast' looks at past sales and reviews total world CRM in Life Sciences sales in 2025, providing a comprehensive analysis by region and market sector of projected

CRM in Life Sciences sales for 2026 through 2032. With CRM in Life Sciences sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world CRM in Life Sciences industry.

This Insight Report provides a comprehensive analysis of the global CRM in Life Sciences landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on CRM in Life Sciences portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global CRM in Life Sciences market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for CRM in Life Sciences and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global CRM in Life Sciences.

This report presents a comprehensive overview, market shares, and growth opportunities of CRM in Life Sciences market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud-Based

On-Premises

Segmentation by Application:

Pharmaceutical

Biotechnology

Medical Insurance

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Veeva Systems

Salesforce

Zoho Corporation

Oracle Corporation

Pegasystems Inc.

Aptean

Zoezi

SAP Customer Experience (CX)

Microsoft Dynamics 365 for Health

Inception CRM

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