

2020-2025 Global Digital Marketing in Pharmaceutical Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

<https://marketpublishers.com/r/2408909306B9EN.html>

Date: May 2021

Pages: 101

Price: US\$ 3,360.00 (Single User License)

ID: 2408909306B9EN

Abstracts

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

This report elaborates the market size, market characteristics, and market growth of the Digital Marketing in Pharmaceutical industry, and breaks down according to the type, application, and consumption area of Digital Marketing in Pharmaceutical. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Digital Marketing in Pharmaceutical in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Digital Marketing in Pharmaceutical market covered in Chapter 13:

ZohoCRM Inc.

Fireclick

StrongMail Systems Inc.

Sitecore Inc.

Intershop

Oracle Corp.
Microsoft Corp.
LongJump CRM
OpenText Corp.
Attensity Corp.
Percussion Software Inc.
Lithium Technologies Inc.
IBM Corp.
Aplicor LLC
Netsuite Inc.
Salesforce.com Inc.
Adobe Systems Inc.
SAP AG
Yahoo Analytics
Clicky
Demandware Inc.
Ebay GSI Commerce
SugarCRM Inc.
ComScore Networks Inc.

In Chapter 6, on the basis of types, the Digital Marketing in Pharmaceutical market from 2015 to 2025 is primarily split into:

Antipyretics
Analgesics
Antimalarial drugs
Gastrointestinal products
Antibiotics
Antiseptics
Oral contraceptives
Stimulants
Tranquilizers

In Chapter 7, on the basis of applications, the Digital Marketing in Pharmaceutical market from 2015 to 2025 covers:

Governmental Use
Commercial Use
Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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