

Direct-to-Consumer Pharmaceutical Advertising (DTCPA) Market - Global Outlook and Forecast 2022-2028

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Abstracts

DTCPA can be defined as an effort (usually via popular media) made by a pharmaceutical company to promote its prescription products directly to patients.

This report contains market size and forecasts of Direct-to-Consumer Pharmaceutical Advertising (DTCPA) in Global, including the following market information:

Global Direct-to-Consumer Pharmaceutical Advertising (DTCPA) Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Direct-to-Consumer Pharmaceutical Advertising (DTCPA) market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Help-Seeking AD Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Direct-to-Consumer Pharmaceutical Advertising (DTCPA) include HARVARD POLITICAL REVIEW, MDedge and FDA, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Direct-to-Consumer Pharmaceutical Advertising (DTCPA) companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Direct-to-Consumer Pharmaceutical Advertising (DTCPA) Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Direct-to-Consumer Pharmaceutical Advertising (DTCPA) Market Segment Percentages, by Type, 2021 (%)

Help-Seeking AD

Reminder AD

Product Claim AD

Global Direct-to-Consumer Pharmaceutical Advertising (DTCPA) Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Direct-to-Consumer Pharmaceutical Advertising (DTCPA) Market Segment Percentages, by Application, 2021 (%)

Pharmaceutical Companies

Pharmaceutical Factories

Global Direct-to-Consumer Pharmaceutical Advertising (DTCPA) Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Direct-to-Consumer Pharmaceutical Advertising (DTCPA) Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Direct-to-Consumer Pharmaceutical Advertising (DTCPA) revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Direct-to-Consumer Pharmaceutical Advertising (DTCPA) revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

HARVARD POLITICAL REVIEW

MDedge

FDA

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