

Life Sciences Next-generation Customer Engagement Platforms Market Size, Share and Growth Outlook 2026: By Component (Software, Services), By Deployment Mode, By Functionality, By End Use, Companies to 2034.

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Abstracts

The global Life Sciences Next-generation Customer Engagement Platforms Market size is forecast to increase from \$2.95 Billion in 2026 to \$6.54 Billion in 2034 at a CAGR of 10.46% between 2026 and 2034.

The Life Sciences Next-generation Customer Engagement Platforms market report provides detailed analysis and outlook of Life Sciences Next-generation Customer Engagement Platforms segments including By Component (Software, Services), By Deployment Mode (Cloud/SaaS, On-premise), By Functionality (Customer Experience Management, Core Engagement Layers, End-to-end Content Management, Engagement Channel Optimization, Commercial Learning and Training, Compliance Management, Social Media Management, Brand Management, Advanced/Cognitive Software Capabilities), By End Use (Pharmaceutical Companies, Biotechnology Companies, Contract Research Organizations (CROs), Medical Device Firms, Others) across global and regional markets. Further, analysis and outlook across 21 countries in North America, Europe, Asia Pacific, Middle East, Africa, and South America are provided in the study.

Life Sciences Next-Generation Customer Engagement Platforms Industry Overview

AI-Native Engagement Platforms Redefine Life Sciences Commercial Operations

The life sciences next-generation customer engagement platforms industry is

undergoing a significant transformation as pharmaceutical and biotechnology companies move away from traditional customer relationship management systems toward integrated, AI-enabled engagement ecosystems. Organizations are increasingly seeking unified platforms that connect commercial, medical, and marketing functions while enabling personalized interactions with healthcare professionals. A major development in this transition is the rapid adoption of Veeva Vault CRM, with more than 125 customers, including numerous top global biopharmaceutical organizations across the United States, Europe, and Japan, actively operating on the platform. Designed as a replacement for legacy customer engagement infrastructure, the solution incorporates agentic capabilities and generative artificial intelligence functions such as voice-to-text transcription and real-time media summarization. These features allow life sciences organizations to streamline information exchange, improve customer insights, and coordinate engagement activities across multiple stakeholder groups. The planned retirement of legacy CRM environments is further accelerating migration toward modern cloud-based engagement architectures.

Algorithmic Trust and Generative AI Reshape Healthcare Professional Interactions

Customer engagement strategies within the life sciences sector are increasingly centered on delivering evidence-driven, consultative interactions supported by artificial intelligence. Industry research indicating that more than half of healthcare professionals utilize generative AI to access scientific information is encouraging platform providers to redesign engagement workflows around data interpretation rather than conventional promotional activities. IQVIA has expanded next-generation engagement capabilities focused on the concept of algorithmic trust, enabling commercial and medical field teams to deliver context-specific insights derived from real-world evidence and local treatment pathway data. This evolution shifts customer engagement from static product detailing toward dynamic scientific collaboration supported by advanced analytics. AI-enabled platforms are helping organizations provide more relevant information to healthcare professionals while improving the quality, personalization, and effectiveness of interactions across therapeutic areas.

Digital Health Integration Creates Continuous Customer Engagement Ecosystems

The convergence of digital health technologies and customer engagement platforms is creating new opportunities for pharmaceutical manufacturers to establish ongoing relationships with healthcare stakeholders. Updated digital health operating models are supporting the deployment of customized white-label therapeutic platforms that extend engagement beyond traditional sales and medical communications. These platforms

enable life sciences companies to integrate sensor-based wearable technologies with clinical research infrastructures, creating continuous streams of patient and clinical data. The resulting ecosystems support the identification of digital biomarkers, enhance evidence generation, and strengthen collaboration between pharmaceutical developers, healthcare providers, and research organizations. By overcoming fragmented reimbursement environments and enabling personalized engagement pathways, these next-generation platforms are helping life sciences companies create long-term, data-driven customer relationships while expanding the role of digital therapeutics and connected health solutions within commercial strategies.

Life Sciences Next-generation Customer Engagement Platforms Market Trends, Growth Drivers, Competitive Landscape, and Future Opportunities

The global Life Sciences Next-generation Customer Engagement Platforms market is witnessing increasing investments in innovation, product development, digital transformation, artificial intelligence integration, healthcare infrastructure expansion, and strategic partnerships across developed and emerging economies. Key Companies in the industry include- Veeva Systems Inc., Holdings Inc., Salesforce, Inc., Microsoft Corporation, Oracle Corporation (Oracle Life Sciences), Exeevo Inc., Aktana, Inc., Seismic Software, Inc., Trueblue (AiDEA), Indegene Limited. The Life Sciences Next-generation Customer Engagement Platforms market is expected to remain one of the most closely watched segments in the global healthcare industry, with companies focusing on niche market segments. As healthcare systems across the US, Europe, Asia-Pacific, Latin America, and Middle East & Africa continue to prioritize efficiency, access, and innovation, the Life Sciences Next-generation Customer Engagement Platforms industry outlook remains shaped by rising healthcare expenditure, demographic change, digital transformation, and product innovation.

The report provides detailed market analysis including-

Growth Life Sciences Next-generation Customer Engagement Platforms Market size outlook across 3 scenarios- High growth, reference, and Low growth cases

Market Trends, Drivers, Potential Opportunities, and Challenges faced by Life Sciences Next-generation Customer Engagement Platforms companies

Porter's Five forces analysis- Bargaining power of buyers and sellers, Threat of Substitutes and new entrants, and Intensity of competitive rivalry

Detailed SWOT Analysis of global and regional Life Sciences Next-generation Customer Engagement Platforms markets

Competitive analysis including business description, product analysis, and financial profiles

Key country specific analysis detailing key factors shaping the short-term and long-term outlook

Recent industry developments and news including mergers, acquisitions, product launches, expansions, and company announcements

Life Sciences Next-generation Customer Engagement Platforms Market Competitive Benchmarking and Company Analysis

Leading companies in Life Sciences Next-generation Customer Engagement Platforms industry include- Veeva Systems Inc., Holdings Inc., Salesforce, Inc., Microsoft Corporation, Oracle Corporation (Oracle Life Sciences), Exeevo Inc., Aktana, Inc., Seismic Software, Inc., Trueblue (AiDEA), Indegene Limited. The Life Sciences Next-generation Customer Engagement Platforms market remains moderately to highly fragmented, with competition expected to intensify as companies accelerate investments in innovation, geographic expansion, strategic partnerships, and portfolio diversification through 2034. In developed markets such as the United States, Germany, France, the United Kingdom, and Canada, competition is increasingly centered on innovation, reimbursement positioning, and value-based healthcare solutions. Meanwhile, emerging markets including China, India, Brazil, and countries across the Middle East and Africa continue to present significant opportunities for expansion due to rising healthcare expenditure, growing patient populations, and increasing access to healthcare services.

What to expect in US Life Sciences Next-generation Customer Engagement Platforms Markets in 2026 and beyond- Market Size, Share, Growth Rate, and Forecast to 2034

The US healthcare expenditure is forecast to reach \$8.2 Trillion in 2034 from \$5.5 Trillion in 2026 based on the National Health Expenditure Accounts (NHEA) data. With an aging population, rising chronic disease burden, and increasing migration toward minimally invasive and outpatient care, the Life Sciences Next-generation Customer Engagement Platforms market remains one of the strongest-performing segments in the

country.

The US Life Sciences Next-generation Customer Engagement Platforms Companies are opting new business models, optimized pricing models, industry partnerships, and AI-enabled back end transformations to enhance efficiency and cost management. The US Life Sciences Next-generation Customer Engagement Platforms market faces successive waves of challenging trends, with strong opportunities across select segments. The CMS plan to implement Medicaid from 2027 is driving states to build eligibility verification systems throughout 2026. Looking ahead to 2034, we anticipate stronger results underpinned by opportunities exist across Life Sciences Next-generation Customer Engagement Platforms industry. On the medical device front, over 7,000 device manufacturers continue to gain from increasing demand from demand for implantable devices, surgical instruments, monitoring equipment, and diagnostic systems.

Canada- Proximity to the US and healthcare similarities to EU5 countries fuel sales of Canadian Life Sciences Next-generation Customer Engagement Platforms markets

Canada's strong Life Sciences Next-generation Customer Engagement Platforms sales performance is underpinned by an aging population and a well-developed healthcare infrastructure. Steady growth in new brand spending in rural and urban locations fuel the long-term prospects of small and medium-sized enterprises across medical, diagnostic, and therapeutic devices. The Canadian Life Sciences Next-generation Customer Engagement Platforms market presents significant opportunities for U.S. exporters of medical devices, with the U.S. being Canada's largest trading partner for this sector. Potential advantages including specialized materials, advanced manufacturing techniques, and digital technologies support the launch of new products in the country.

Germany Life Sciences Next-generation Customer Engagement Platforms Trends and Perspectives to 2034- Financial sustainability, hospital restructuring, demographic pressures, and digitization of care delivery continue to shape the German healthcare industry.

Germany continues to remain the largest Life Sciences Next-generation Customer Engagement Platforms market in Europe, driven by over €600 Billion healthcare expenditure, €12 Billion medical device R&D expenditure, statutory health insurance system covering 90% German population, nationwide rollout of the electronic patient record (ePA), and large-volume of Life Sciences Next-generation Customer

Engagement Platforms population. In particular, Research and development in Germany fuels the commercialization of cutting-edge technologies. Companies across the Germany Life Sciences Next-generation Customer Engagement Platforms industry value chain are focusing on both domestic markets and exports. The country is also driving digital adoption with the Hospital Future Act driving hospitals to upgrade their information systems by 2027. Over the forecast period, aging population, rising healthcare costs, and increasing procedural volumes drive the Life Sciences Next-generation Customer Engagement Platforms market outlook.

France Market Size, Growth Rate, and Forecast Analysis to 2034- Universal healthcare system, high public healthcare expenditure, and strong government support Life Sciences Next-generation Customer Engagement Platforms sales through 2034

France Life Sciences Next-generation Customer Engagement Platforms companies are emphasizing on opportunities for rapid, at-scale innovation to boost profitability over the long-term. The country's National Health Insurance spending target (ONDAM) estimates 3.7% growth in the country's healthcare expenditure. Over the forecast period, expenditure control measures, chronic disease management initiatives, workforce reforms, and efforts to improve system efficiency drive the long-term prospects.

The biggest 2026 policy frame is the PLFSS 2026. The law sets the Maladie branch spending target at €271.4 billion for 2026 and fixes the ONDAM at €117.5 billion for city care, €112.8 billion for health establishments, and €18.3 billion for elderly-care establishments and services. France's market is also being pulled by demographics. INSEE estimates that on 1 January 2026 France had 69.1 million inhabitants, with 22% aged 65 or over. INSEE also reported that 2025 births were 645,000 and deaths were 651,000, producing a negative natural balance of about 6,000 for the first time since the end of the Second World War.

UK Life Sciences Next-generation Customer Engagement Platforms Market Size, Share, and Growth Projections to 2034- Rapid growth driven by new and existing brands across the industry value chain

Small high-need consumer segments remain key priority of Life Sciences Next-generation Customer Engagement Platforms distributors in the UK industry. Continuous launch of new products coupled with high expenditures support the market outlook. The UK Government financing remains the dominant funding source at 81.3% of total healthcare expenditure, or ?280 billion in 2025. According to the ONS, total healthcare

spending grew 7.7% nominally and 3.9% in real terms from 2024 to 2025. Similarly, out-of-pocket spending was ?49 billion (14.1%) and voluntary health insurance was ?9.5 billion (2.8%). The market is driven by rapid digital adoption with NHS England's plan to give more than 500,000 staff access to new AI tools.

China Life Sciences Next-generation Customer Engagement Platforms Market Growth Drivers, Revenue Trends, and Forecast- Medical insurance coverage is rapidly expanding over the past few years

China Life Sciences Next-generation Customer Engagement Platforms market is undergoing a structural shift from hospital-centric care toward a more integrated system emphasizing primary care, outpatient services, and long-term care. Chinese local players are emerging as a strong pillar of Life Sciences Next-generation Customer Engagement Platforms industry, offering opportunities for both competition and partnership. Over the forecast period, new and innovative product launches remain key elements driving market outlook. China's healthcare industry is increasingly centered on expanding healthcare capacity, improving access to advanced treatments, and reducing dependence on imported technologies.

The National Healthcare Security Administration reported that by end-2024, China's basic medical insurance covered 1.32662 billion people and the coverage rate was 95%. Regional disparities in consumer spending trends continue to become more pronounced in the Chinese Life Sciences Next-generation Customer Engagement Platforms industry. Over the forecast period, demand will keep shifting toward geriatrics, chronic disease management, rehabilitation, long-term care, and outpatient care, while pricing pressure will remain intense in drugs and consumables because reimbursement.

India Life Sciences Next-generation Customer Engagement Platforms Market Landscape: Current Size and Long-Term Growth Outlook - Increased pricing pressures in US market is encouraging domestic vendors to expand across India

Indian Life Sciences Next-generation Customer Engagement Platforms market is witnessing the rapid emergence of an ecosystem that brings together diverse companies across the industry value chain. Further, large-scale healthcare public and private investments and a steady growth in chronic conditions is driving sales of pharmaceuticals and medical devices. Further, non-retail channel is experiencing volume decrease and patients are migrating to the retail. Indian medical device firms are also combining precision engineering with lower labor costs to make world-class diagnostics, robotics, and critical care devices.

Brazil Life Sciences Next-generation Customer Engagement Platforms market remains price-driven, with products domestically manufactured and accessibility offering potential opportunities

Healthcare expenditure in Brazil exceeds 10% of GDP, with the country among the highest healthcare spenders in Latin America. ANS reported 53.2 million medical-plan beneficiaries in December 2025, while IBGE projects a steady rise in older-age cohorts, with people aged 60+ already representing about 23% of the population. The price sensitive market access is broad through the public system, private coverage adds a sizeable premium layer, and reimbursement, procurement, and hospital efficiency remain key buying drivers.

Middle East and Africa Life Sciences Next-generation Customer Engagement Platforms Industry Trends and Perspectives to 2034

According to the World Bank, the Middle East and North Africa population exceeds 500 million, while Sub-Saharan Africa's population exceeds 1.2 billion, making the broader MEA region one of the fastest-growing healthcare demand centers globally. The GCC countries including Saudi Arabia, United Arab Emirates, Qatar, and Kuwait continue to account for a disproportionately large share of regional healthcare spending. Government-led programs such as Saudi Arabia's Vision 2030 are accelerating investments in hospital infrastructure, private-sector participation, medical technology adoption, and healthcare digitalization. On the other hand, South Africa, Egypt, Nigeria, and Kenya remain key healthcare markets due to their large populations, expanding private healthcare sectors, and growing investments in healthcare delivery systems.

Life Sciences Next-generation Customer Engagement Platforms Market Segmentation

By Component

Software

Services

By Deployment Mode

Cloud/SaaS

On-premise

By Functionality

Customer Experience Management

Core Engagement Layers

End-to-end Content Management

Engagement Channel Optimization

Commercial Learning and Training

Compliance Management

Social Media Management

Brand Management

Advanced/Cognitive Software Capabilities

By End Use

Pharmaceutical Companies

Biotechnology Companies

Contract Research Organizations (CROs)

Medical Device Firms

Others

Leading Companies in Life Sciences Next-generation Customer Engagement Platforms Industry (2026)

Veeva Systems Inc.

Holdings Inc.

Salesforce, Inc.

Microsoft Corporation

Oracle Corporation (Oracle Life Sciences)

Exeevo Inc.

Aktana, Inc.

Seismic Software, Inc.

Trueblue (AiDEA)

Indegene Limited

Countries Included

North America- US, Canada, Mexico

Europe- Germany, France, UK, Spain, Italy, Nordics, Others

Asia Pacific- China, India, Japan, South Korea, Australia, Southeast Asia,
Others

Latin America- Brazil, Argentina, Others

Middle East and Africa- Saudi Arabia, UAE, Other Middle East, South Africa,
Other Africa

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Holdings Inc.

Salesforce, Inc.

Microsoft Corporation

Oracle Corporation (Oracle Life Sciences)

Exeevo Inc.

Aktana, Inc.

Seismic Software, Inc.

Trueblue (AiDEA)

Indegene Limited

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