

US Healthcare and Pharma Is Among the Fastest-Growing Digital Ad Spenders

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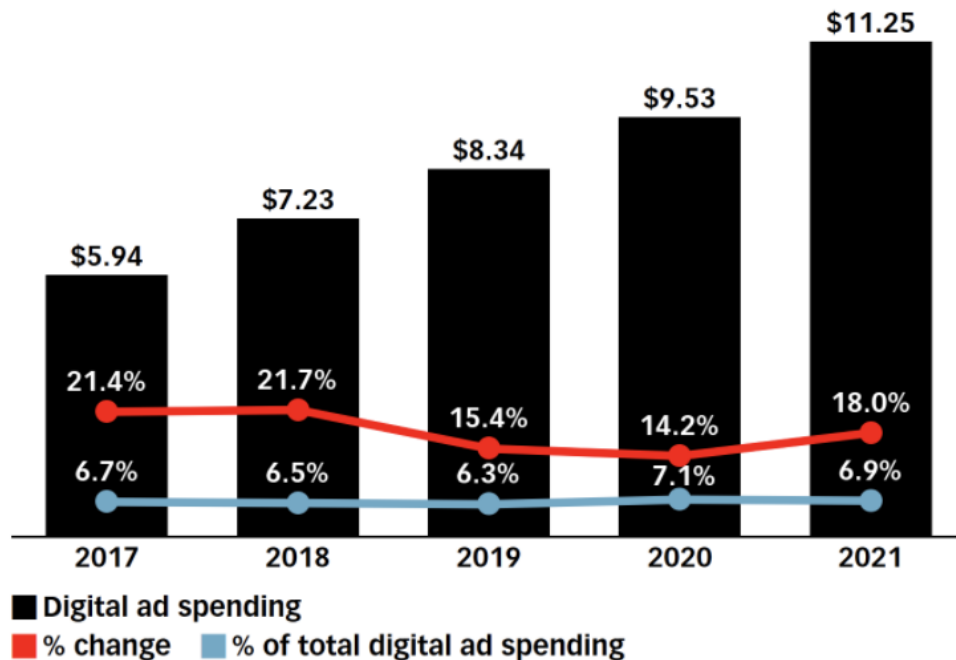
Blake Droesch

The healthcare and pharma industry has been slower to embrace digital marketing compared with other US verticals we track. Heavy regulation makes ad targeting more difficult, which has kept traditional media buys and in-person marketing popular. However, the coronavirus pandemic restricted many of these in-person touchpoints, which caused both the B2B and business-to-consumer (B2C) aspects of the healthcare and pharma industry to further embrace digital advertising.

We expect the US healthcare and pharma industry will spend \$9.53 billion on digital advertising this year, up 14.2% from 2019.

Healthcare & Pharma Industry Digital Ad Spending in the US, 2017-2021

billions, % change and % of total digital ad spending



Note: includes pharmaceutical products, facilities, services, researchers, drug manufacturers and marketers, doctors, hospitals and biological products, as well as establishments providing healthcare services and social assistance for individuals; also includes health insurance advertising; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms

Source: eMarketer, August 2020

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www.eMarketer.com

With a public health crisis serving as the single biggest factor impacting advertising this year, it shouldn't come as a surprise that healthcare and pharma will be among the fastest-growing industries in digital ad spending, coming second only to the computing products and consumer electronics vertical (whose spend will grow by 18.0% in 2020).

Digital Ad Spending Growth in the US, by Industry, 2017-2021

% change

	2017	2018	2019	2020	2021
Computing products & consumer electronics	29.6%	29.1%	24.3%	18.0%	28.2%
Healthcare & pharma	21.4%	21.7%	15.4%	14.2%	18.0%
Telecom	24.7%	32.7%	26.4%	12.0%	23.0%
Financial services	24.0%	29.4%	27.4%	9.7%	20.1%
CPG & consumer products	24.2%	22.7%	14.5%	5.2%	16.4%
Retail	24.7%	23.8%	16.3%	3.1%	25.7%
Entertainment	25.7%	36.1%	28.2%	-6.9%	20.7%
Media	17.4%	21.5%	14.9%	-9.3%	14.2%
Automotive	15.1%	17.0%	14.2%	-18.2%	21.4%
Travel	26.3%	29.1%	17.1%	-41.0%	15.3%
Other	27.0%	25.8%	17.8%	1.1%	14.0%
Total	23.2%	25.3%	19.2%	1.7%	21.1%

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets
Source: eMarketer, August 2020

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While healthcare and pharma digital ad spend has grown faster in previous years, its 2020 growth is substantial, as the total US digital ad market is expected to grow by only 1.7%.

To learn more about how the pandemic is accelerating healthcare and pharma digital ad spending, eMarketer PRO subscribers can read our recent report:

Report by Blake Droesch Sep 30, 2020

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US HEALTHCARE
AND PHARMA
DIGITAL AD
SPENDING 2020

Pandemic Brings Health Concerns
to the Forefront, Sustaining
Digital Growth

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