

US Healthcare and Pharma Ad Spending Will Increase by Just Over 14% This Year

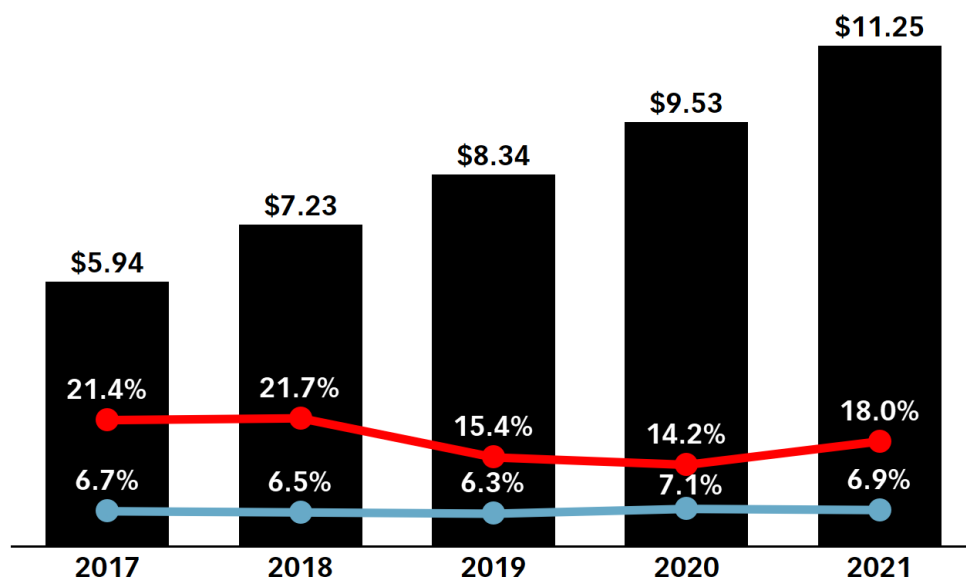
ARTICLE | **OCTOBER 05, 2020**

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Despite general pullback in digital ad spending across many industries this year, the healthcare and pharma industry will increase its digital ad spend by 14.2% to reach \$9.53 billion. This will make it the fastest-growing industry after computing products and consumer electronics, we forecast.

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

billions, % change and % of total digital ad spending



■ Digital ad spending
■ % change ■ % 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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Ad dollars are going toward COVID-19-related information as public health organizations and private medical institutions raised awareness around testing, safety measures, and other pandemic-related updates.

The pandemic also led to an influx of marketing around medical supplies, consumer adoption of telemedicine, and regional advertising for reopening doctor's offices and medical clinics.

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- [Pandemic? Recession? Telecoms Keep on Advertising](#)

- [The Consumer Packaged Goods Industry Will Grow Digital Spend by 5.2% This Year as the Pandemic Drives Search Marketing](#)
- [The FDA announced a Digital Health Center of Excellence to Work on a Framework for Digital Health Regulation](#)

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