

US B2B Digital Healthcare Ad Spending Will Grow by More Than 40% in 2020

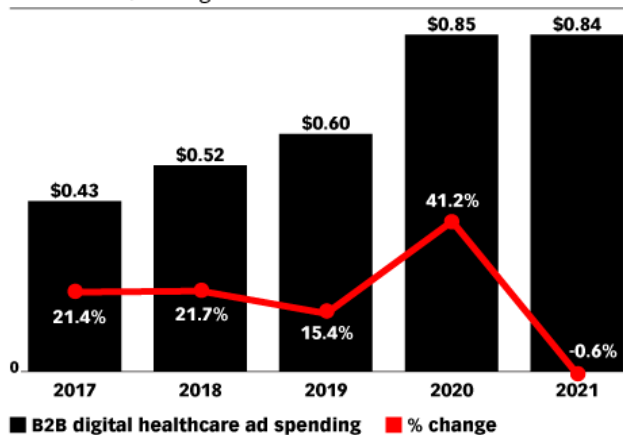
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Alicia Phaneuf

The healthcare and pharma industry is one of the only US industries to significantly increase its digital ad spend this year. On the B2B side of healthcare, a similar story is playing out: Increased demand for medical supplies and personal protective equipment, as well as the absence of industry events, will lead marketers to redirect B2B dollars to digital ads.

US B2B Digital Healthcare Ad Spending, 2017-2021

billions and % change



Note: includes advertising from the healthcare and pharma industry that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices on all formats mentioned; includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets

Source: eMarketer, Aug 2020

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We forecast that US B2B digital healthcare ad spending will grow by 41.2% in 2020 to reach \$848.1 million. That is the highest growth rate out of all the sectors for which we track B2B digital ad spending.

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