

## **North America Healthcare Advertising Market - Industry Trends and Forecast to 2035**

Market Report | 2023-12-01 | 318 pages | Data Bridge Market Research

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### **Report description:**

The North America healthcare advertising market is expected to reach USD 28,188,596.17 thousand by 2031 from USD 18,418,973.20 thousand in 2023, growing at a CAGR of 5.6% during the forecast period of 2024 to 2031.

#### Market Segmentation

North America Healthcare Advertising Market, By Type (Traditional, Digital, Public Relations, Unique Branding and Awareness, Internal Marketing, Physician Referrals, Employer Marketing, and Others), Technology (Personal Data Tracking, Telemedicine, Artificial Intelligence, and Others), Approach (Direct-To-Consumer Advertising and Healthcare Professional (Detailing)), Mode (Online and Offline), Application (Fitness and Diet Product and Service, Over The Counter, Health Hygiene, Medical Insurance, Hospitals and Clinics, Medical Devices and Equipment, Corrective Lenses and Glasses, Pharmaceutical, Prescription Medicines, Wearables, Biotech Companies, Biopharmaceuticals, Vaccine, Medical Spas, Senior Home Care Services, and Others), Country (U.S., Canada, and Mexico) Industry Trends and Forecast to 2031

#### Overview of North America Healthcare Advertising Market Dynamics

##### Driver

- Increasing level of investments in advertising to enhance brand productivity

##### Restraint

- Increasing adoption of ad blocker solution

##### Opportunity

- Increasing demand for healthcare digital marketing

##### Market Players

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Some of the major market players operating in the North America healthcare advertising market are:

- PUBLICIS GROUP
- FCB Worldwide Inc.
- Wunderman Thompson
- VMLY&R
- CDM New York
- MCCANN WORLDGROUP
- Syneos Health
- Havas Health & You
- TBWA\WorldHealth
- ABELSONTAYLOR GROUP
- Sequence Health
- Fingerpaint Marketing Inc.
- TRAFFIK Advertising
- LEVO Healthcare Consulting LLC
- Communications Strategy Group
- Healthcare Success LLC.
- Maricich Health
- Thrive Internet Marketing Agency
- Dobies Health Marketing
- Distill Health LLC.
- SAGEFROG MARKETING
- High Level Marketing Inc.
- Intrepy LLC
- Brand Med LLC

## **Table of Contents:**

### TABLE OF CONTENTS

1 INTRODUCTION	78
1.1 OBJECTIVES OF THE STUDY	78
1.2 MARKET DEFINITION	78
1.3 OVERVIEW OF THE NORTH AMERICA HEALTHCARE ADVERTISING MARKET	78
1.4 LIMITATIONS	80
1.5 MARKETS COVERED	80
2 MARKET SEGMENTATION	90
2.1 MARKETS COVERED	90
2.2 GEOGRAPHIC SCOPE	91
2.3 YEARS CONSIDERED FOR THE STUDY	92
2.4 CURRENCY AND PRICING	92
2.5 RESEARCH METHODOLOGY	93
2.6 MULTIVARIATE MODELLING	96
2.7 PRIMARY INTERVIEWS WITH KEY OPINION LEADERS	97

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2.8 DBMR MARKET POSITION GRID 98	
2.9 MARKET APPLICATION COVERAGE GRID 99	
2.10 SECONDARY SOURCES 100	
2.11 ASSUMPTIONS 101	
3 EXECUTIVE SUMMARY 102	
4 PREMIUM INSIGHTS 104	
4.1 PORTER'S FIVE FORCES ANALYSIS 105	
4.2 CASE STUDY 106	
4.3 NORTH AMERICA HEALTHCARE ADVERTISING BUDGETS BREAK DOWN BY RX BRAND/COMPANY 108	
4.4 REGULATORY STANDARDS 111	
4.5 HEALTHCARE ADVERTISEMENT EXPENDITURE BY HOSPITALS AND MEDICAL CENTERS 112	
5 MARKET OVERVIEW 114	
5.1 DRIVERS 116	
5.1.1 INCREASING LEVEL OF INVESTMENTS IN ADVERTISING TO ENHANCE BRAND PRODUCTIVITY 116	
5.1.2 GROWING PERSONALIZED HEALTHCARE MARKETING 117	
5.1.3 UPSURGE IN MOBILE ADVERTISING 117	
5.1.4 LOW COST OF ONLINE ADVERTISING 118	
?	
5.2 RESTRAINTS 119	
5.2.1 INCREASING ADOPTION OF AD BLOCKER SOLUTION 119	
5.2.2 STRINGENT GOVERNMENT NORMS ON ADVERTISING MEDICINES 119	
5.3 OPPORTUNITIES 120	
5.3.1 DEVELOPMENT OF NEW DRUGS 120	
5.3.2 AGE-GROUP SPECIFIC ADVERTISING CONTENT 121	
5.3.3 INCREASING DEMAND FOR HEALTHCARE DIGITAL MARKETING 121	
5.4 CHALLENGES 122	
5.4.1 HIGH COST OF TRADITIONAL ADVERTISING 122	
5.4.2 LOW GROWTH RATE OF PRINT ADVERTISING 123	
6 NORTH AMERICA HEALTHCARE ADVERTISING MARKET, BY TYPE 124	
6.1 OVERVIEW 125	
6.2 TRADITIONAL 126	
6.2.1 BY TYPE 127	
6.2.1.1 TELEVISION 127	
6.2.1.2 PRINT/INSERT 127	
6.2.1.2.1 BY TYPE 127	
6.2.1.2.1.1 MAGAZINES AND MEDICAL JOURNALS 127	
6.2.1.2.1.2 NEWSPAPER 128	
6.2.1.2.1.3 OTHERS 128	
6.2.1.3 OUTDOOR 128	
6.2.1.4 DIRECT MAIL 128	
6.2.1.5 RADIO 128	
6.2.1.6 OTHERS 128	
6.3 DIGITAL 128	
6.3.1 BY TYPE 129	
6.3.1.1 ONLINE ADVERTISING 129	
6.3.1.2 SEARCH ENGINE OPTIMIZATION 129	
6.3.1.3 MOBILE FIRST WEBSITE 130	

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6.3.1.4 SOCIAL MEDIA ADVERTISING	130
6.3.1.5 REPUTATION MANAGEMENT	130
6.3.1.6 OTHERS	130
6.4 PUBLIC RELATION	130
6.4.1 BY TYPE	131
6.4.1.1 PUBLICITY	131
6.4.1.2 SPONSORSHIPS	131
6.4.1.3 COMMUNITY EVENTS	131
6.4.1.4 SHOWS AND EXHIBITIONS	131
6.4.1.5 INTERVIEWS AND APPEARANCES	131
6.4.1.6 OTHERS	131
6.5 UNIQUE BRANDING AND AWARENESS	132
6.5.1 BY TYPE	132
6.5.1.1 PRODUCTS AND SERVICES	132
6.5.1.2 PACKAGING	132
6.5.1.3 PRICING	133
6.5.1.4 OTHERS	133
6.6 INTERNAL MARKETING	133
6.6.1 BY TYPE	134
6.6.1.1 EVENTS	134
6.6.1.2 TEXT AND EMAIL	134
6.6.1.3 PHONE COMMUNICATION	134
6.6.1.4 PATIENT EXPERIENCE	134
6.6.1.5 TESTIMONIALS AND REVIEW	134
6.6.1.6 INTERNAL SIGNAGE	134
6.6.1.7 TRACKING SYSTEM	135
6.6.1.8 OTHERS	135
6.7 EMPLOYER MARKETING	135
6.7.1 BY TYPE	135
6.7.1.1 MEETING AND PRESENTATION	136
6.7.1.2 BUSINESS TARGETS	136
6.7.1.3 SALES SYSTEM	136
6.7.1.4 OTHERS	136
6.8 PHYSICIAN REFERRALS	136
6.8.1 BY TYPE	137
6.8.1.1 TEXTS AND E-MAIL	137
6.8.1.2 CME EVENTS	137
6.8.1.3 COLLATERAL	137
6.8.1.4 REPORTS	137
6.8.1.5 CASE STUDIES	137
6.8.1.6 PRACTICE REP	137
6.9 OTHERS	138
7 NORTH AMERICA HEALTHCARE ADVERTISING MARKET, BY TECHNOLOGY	139
7.1 OVERVIEW	140
7.2 TELEMEDICINE	141
7.3 ARTIFICIAL INTELLIGENCE	141
7.4 PERSONAL DATA TRACKING	142

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7.5 OTHERS	143
?	
8 NORTH AMERICA HEALTHCARE ADVERTISING MARKET, BY APPROACH	144
8.1 OVERVIEW	145
8.2 HEALTHCARE PROFESSIONAL (DETAILING)	146
8.2.1 BY TECHNOLOGY	146
8.2.1.1 TELEMEDICINE	147
8.2.1.2 ARTIFICIAL INTELLIGENCE	147
8.2.1.3 PERSONAL DATA TRACKING	147
8.2.1.4 OTHERS	147
8.3 DIRECT TO CONSUMER (DTC)	147
8.3.1 BY TECHNOLOGY	148
8.3.1.1 TELEMEDICINE	148
8.3.1.2 ARTIFICIAL INTELLIGENCE	148
8.3.1.3 PERSONAL DATA TRACKING	148
8.3.1.4 OTHERS	148
9 NORTH AMERICA HEALTHCARE ADVERTISING MARKET, BY MODE	149
9.1 OVERVIEW	150
9.2 OFFLINE	151
9.2.1 BY TYPE	151
9.2.1.1 HEALTHCARE FACILITY	151
9.2.1.2 IN HOME / IN PERSON	151
9.3 ONLINE	152
9.3.1 BY TYPE	152
9.3.1.1 DISPLAY ADVERTISING	152
9.3.1.2 VIDEO ADVERTISING	152
9.3.1.3 SEARCH ADVERTISING	152
9.3.1.4 NATIVE ADVERTISING	152
9.3.1.5 OTHERS	152
9.3.2 BY PLATFORM	153
9.3.2.1 MOBILE	153
9.3.2.1.1 BY TYPE	153
9.3.2.1.1.1 ANDROID	153
9.3.2.1.1.2 IPHONES	153
9.3.2.2 DESKTOP/LAPTOP	153
?	
10 NORTH AMERICA HEALTHCARE ADVERTISING MARKET, BY APPLICATION	154
10.1 OVERVIEW	155
10.2 FITNESS AND DIET PRODUCT AND SERVICE	156
10.2.1 BY TYPE	157
10.2.1.1 TRADITIONAL	157
10.2.1.2 DIGITAL	157
10.2.1.3 PUBLIC RELATION	157
10.2.1.4 UNIQUE BRANDING AND AWARENESS	157
10.2.1.5 INTERNAL MARKETING	157
10.2.1.6 EMPLOYER MARKETING	158
10.2.1.7 PHYSICIAN REFERRALS	158

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10.2.1.8 OTHERS	158
10.3 OVER THE COUNTER	158
10.3.1 BY TYPE	159
10.3.1.1 TRADITIONAL	159
10.3.1.2 DIGITAL	159
10.3.1.3 PUBLIC RELATION	159
10.3.1.4 UNIQUE BRANDING AND AWARENESS	159
10.3.1.5 INTERNAL MARKETING	159
10.3.1.6 EMPLOYER MARKETING	160
10.3.1.7 PHYSICIAN REFERRALS	160
10.3.1.8 OTHERS	160
10.4 HEALTH HYGIENE	160
10.4.1 BY TYPE	161
10.4.1.1 TRADITIONAL	161
10.4.1.2 DIGITAL	161
10.4.1.3 PUBLIC RELATION	161
10.4.1.4 UNIQUE BRANDING AND AWARENESS	161
10.4.1.5 INTERNAL MARKETING	161
10.4.1.6 EMPLOYER MARKETING	162
10.4.1.7 PHYSICIAN REFERRALS	162
10.4.1.8 OTHERS	162
10.5 MEDICAL INSURANCE	162
10.5.1 BY TYPE	163
10.5.1.1 TRADITIONAL	163
10.5.1.2 DIGITAL	163
10.5.1.3 PUBLIC RELATION	163
10.5.1.4 UNIQUE BRANDING AND AWARENESS	163
10.5.1.5 INTERNAL MARKETING	163
10.5.1.6 EMPLOYER MARKETING	164
10.5.1.7 PHYSICIAN REFERRALS	164
10.5.1.8 OTHERS	164
10.6 HOSPITALS AND CLINICS	164
10.6.1 BY TYPE	165
10.6.1.1 TRADITIONAL	165
10.6.1.2 DIGITAL	165
10.6.1.3 PUBLIC RELATION	165
10.6.1.4 UNIQUE BRANDING AND AWARENESS	165
10.6.1.5 INTERNAL MARKETING	165
10.6.1.6 EMPLOYER MARKETING	166
10.6.1.7 PHYSICIAN REFERRALS	166
10.6.1.8 OTHERS	166
10.7 MEDICAL DEVICES AND EQUIPMENT	166
10.7.1.1 TRADITIONAL	167
10.7.1.2 DIGITAL	167
10.7.1.3 PUBLIC RELATION	167
10.7.1.4 UNIQUE BRANDING AND AWARENESS	167
10.7.1.5 INTERNAL MARKETING	167

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10.7.1.6 EMPLOYER MARKETING	167
10.7.1.7 PHYSICIAN REFERRALS	168
10.7.1.8 OTHERS	168
10.8 CORRECTIVE LENSES AND GLASSES	168
10.8.1 BY TYPE	169
10.8.1.1 TRADITIONAL	169
10.8.1.2 DIGITAL	169
10.8.1.3 PUBLIC RELATION	169
10.8.1.4 UNIQUE BRANDING AND AWARENESS	169
10.8.1.5 INTERNAL MARKETING	169
10.8.1.6 EMPLOYER MARKETING	170
10.8.1.7 PHYSICIAN REFERRALS	170
10.8.1.8 OTHERS	170
10.9 PHARMACEUTICAL	170
10.9.1 BY TYPE	171
10.9.1.1 TRADITIONAL	171
10.9.1.2 DIGITAL	171
10.9.1.3 PUBLIC RELATION	171
10.9.1.4 UNIQUE BRANDING AND AWARENESS	171
10.9.1.5 INTERNAL MARKETING	171
10.9.1.6 EMPLOYER MARKETING	172

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