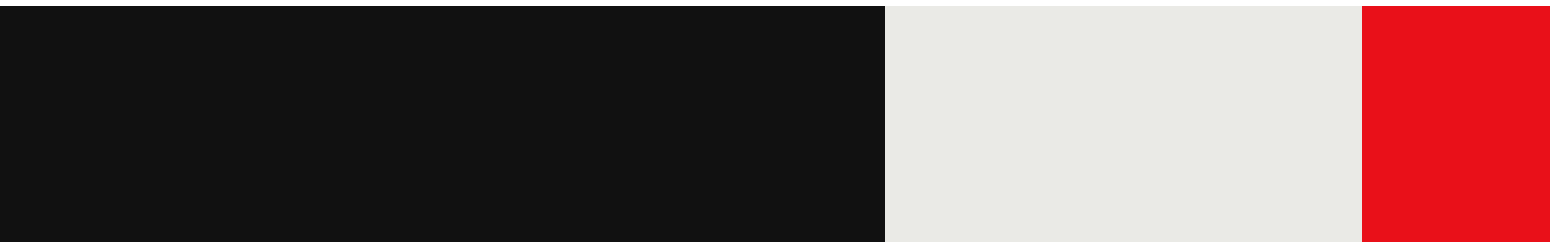



Our top healthcare and pharma stories of 2024

Article



The year in review: We're about to wrap up 2024, which means it's time to look back on the most popular Digital Health Briefing stories from each quarter.

No. 1 in Q1: [Gen Z and millennials are spending money on health and wellness products](#)

The trend: Younger generations are investing in a range of health and wellness products such as OTC supplements and treatments and food subscription services, according to McKinsey's Future of Wellness survey.

What it means for marketers: They should capitalize on younger folks' newfound desire to feel healthier on a regular basis by providing them with solutions that are cost-effective, personalized, and approved by experts.

No. 1 in Q2: Marketers used more digital channels to engage with physicians in 2023

The data: Over half (53%) of pharma, biotech, and medtech marketers used video and non-linear TV to market to physicians in 2023, compared with less than 30% who did so in 2022, per an MM+M/Swoop survey.

The big takeaway: Even as use of digital channels ramps up, brands and marketers must stay committed to delivering educational content and information that will help clinicians treat their patients. Promotional material without evidence-based data may push physicians away for good.

No. 1 in Q3: Gen Zers think TikTokers should be legally liable for health advice

The data: Some 63% of Gen Zers believe TikTok creators should be held legally accountable for the accuracy of the health-related advice they post, per a Zing Coach survey.

Why it matters: Gen Zers have a magnetic-like affinity for TikTok. Yet they're not always verifying the information they see, particularly when it comes to health guidance. We're keeping our eyes on how content creators are being held accountable by social platforms and others for the health advice they share.

No. 1 in Q4: How the Trump presidency could affect drugmakers and pharma advertising

The administration likely won't meddle too much with Medicare drug price negotiations. But attempts to reign in D2C drug advertising as well as anti-vaccine rhetoric won't go over well with Big Pharma. We'll be closely monitoring the confirmations of Trump's picks for key federal health agencies in early 2025.

This article is part of EMARKETER's client-only subscription Briefings—daily newsletters authored by industry analysts who are experts in marketing, advertising, media, and tech trends. To help you finish 2024 strong, and start 2025 off on the right foot, articles like this one—delivering the latest news and insights—are completely free through January 31, 2025. If you want to learn how to get insights like these delivered to your inbox every day, and get access to our data-driven forecasts, reports, and industry benchmarks, [schedule a demo with our sales team](#).

