

# Pfizer, Moderna drop off in consumer ranking of favorite brands—that could stymie uptake of their digital therapies

Article

**The news:** Pfizer and Moderna dropped dramatically in the list of US consumers' 100 favorite brands in 2022 compared with the 2021 list, [per](#) a new report by The Harris Poll.

- In 2021, Moderna held the third favorite spot in the eyes of US consumers. This year, it didn't even make the list.
- Similarly, in 2021, Pfizer was consumers' seventh favorite brand. In 2022, it dropped 37 spots to number 44.

**What's driving the drop:** Pharma companies' high reputations were carried in 2021 by their COVID-19 vaccine efforts. But most US consumers don't view COVID-19 as an emergency anymore.

Only 9% of US adults describe COVID-19 as a "serious crisis," [according to](#) an April 2022 Axios survey of over 1,000 adults. Most (73%) of US adults believe COVID-19 is a problem, but is manageable.

- US vaccination rates have plateaued across all racial and ethnic groups, per KFF. So, pharma companies likely have less mental real estate in consumers' minds this year than last year.
- All US racial and ethnic groups only experienced a 1 percentage point or less change in vaccination rates between March and April 2022, [according to](#) KFF.

Consumers' lack of trust in pharma could also be driving the drops in ranking.

- Only 15% of US consumers say they trust pharma companies more than they did before the COVID-19 pandemic, [according to](#) Accenture's 2021 survey.

**What it means for pharma's digital health moves:** Big pharma's digital therapies already have low rates of adoption. This will only be compounded by consumers' lack of trust in and bad perceived reputation of pharma brands.

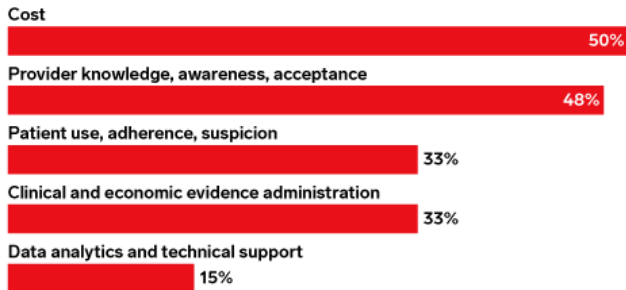
- Earlier this year, Pfizer and Alex Therapeutics partnered to provide digital therapies to patients seeking treatment for nicotine addiction.
- And in May, Sidekick Health teamed up with Pfizer to launch a DTx solution for atopic dermatitis.

But it's unlikely consumers will try out digital therapies from companies they don't trust.

- **Digital therapeutics adoption** is already on the **lower end (10%)** vs **health tech, like telehealth (32%)**, per Accenture.
- That's likely because digital therapies are still relatively new technologies in the grand scheme of digital health tech.

**Leading Barriers to Prescription Digital Therapeutics (PDTs) Adoption According to US Payers and Employers, Summer 2021**

% of respondents



*Note: payers n=30; employers n=10; top 3 choices*  
 Source: Pear Therapeutics and Avalere, "Pear Prescription Digital Therapeutics (PDT) Digest," Oct 19, 2021

273658

InsiderIntelligence.com