FOX

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PHARMA / HEALTHCARE CATEGORY OUTLOOK

As Pharma companies race towards a vaccine for COVID-19, the health and wellness industry has shifted to a new normal, **driven by digital solutions**. Health providers, just like business owners, are adapting to provide their services "at-a-distance." Not only in an effort to comply with CDC regulations, but with a focus on **building consumer relationships and ease of use**.

Consumer habits are quickly shifting from in-person visits to **digital driven telehealth visits**. A study published by McKinsey shows telehealth has skyrocketed, from 11% of U.S. consumers in 2019 to **46% of consumers** as a way to replace canceled healthcare visits. McKinsey's survey also found that about **76% of consumers** say they are highly or moderately likely to use telehealth in the future.

As consumers focus on healthier living, health brands have an opportunity to be more ingrained with consumers. The shift to **direct to consumer business models** for goods, wellness, and health has created more competition than ever. Brands and pharmacies are taking notice and launching or expanding their marketing tactics using **digital and social to expand their footprint**. Newer, niche brands along with technology power brands have emerged as new competition for a slice of the healthcare market.

KEY TRENDS

Renewed focus on healthy living, both physical and mental

Race to a vaccine will drive media shifts and investments

Digital driven consumer relationships

Wellness and working out in the home

Curbside and contactless pharmacy pick-up

Upstart brands delivering personalized DTC health subscriptions