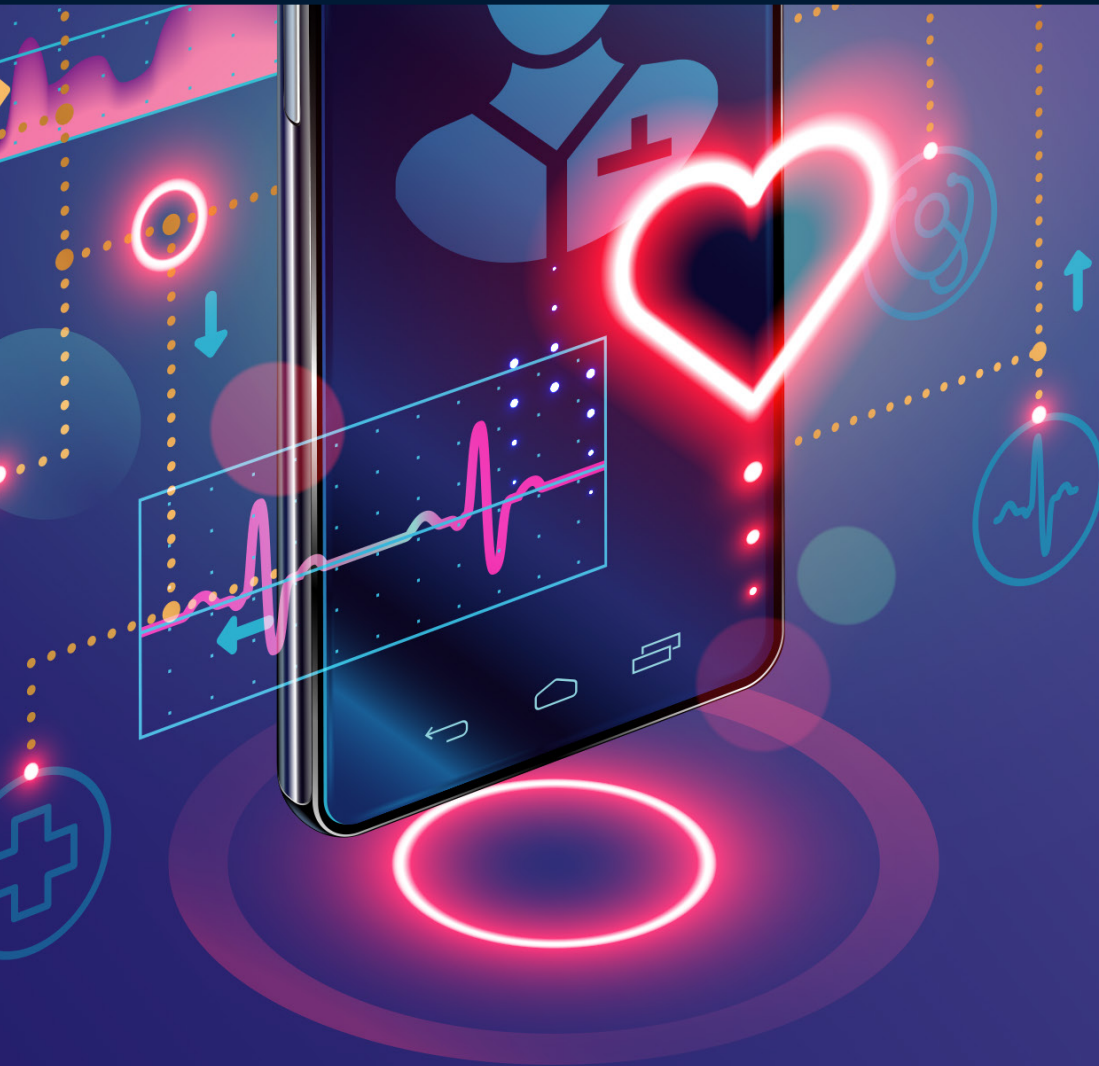


# Consumer Health in the Digital Age

## Adapting to a New Marketing and Retail Environment

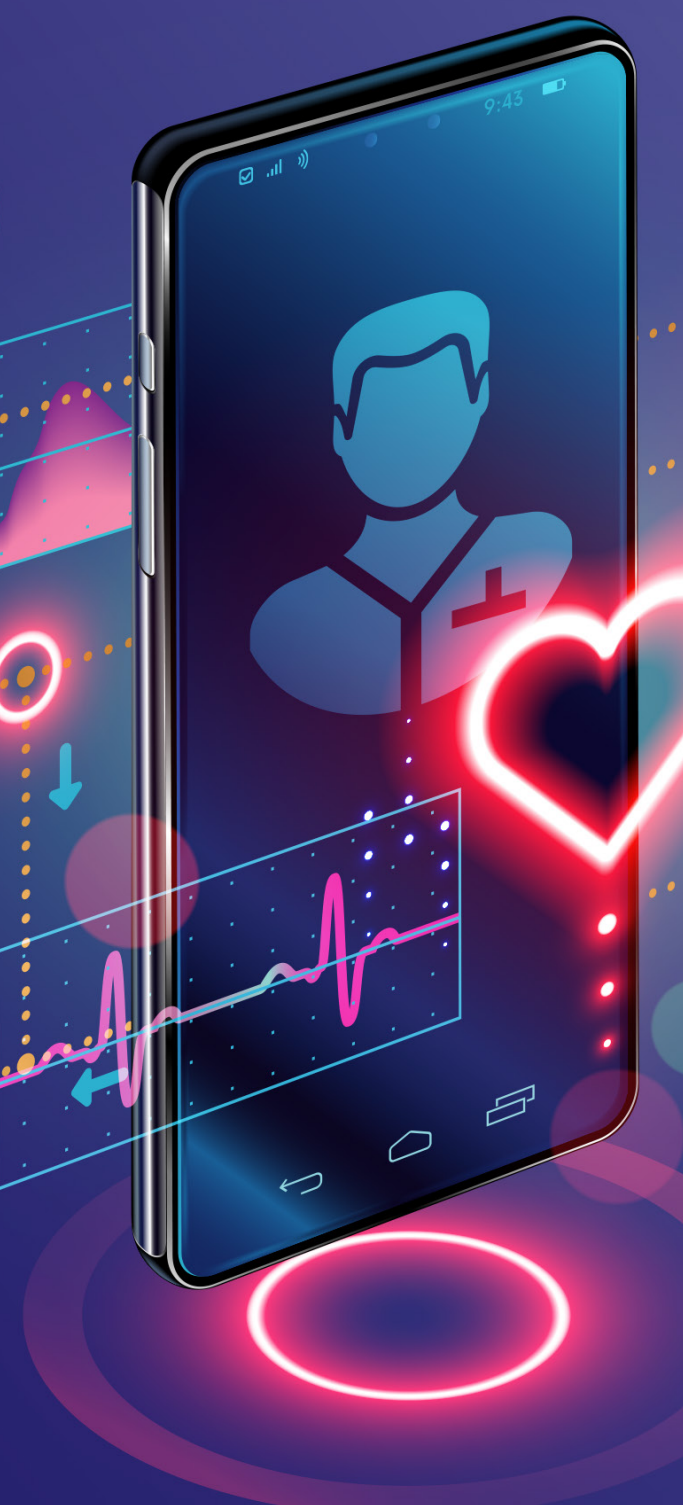


Digital health is a key battleground for consumer healthcare players, with the importance of a strong online presence reinforced by the Covid-19 pandemic, which saw ever greater numbers of consumers turn online for their healthcare needs. While the traditional brick & mortar retail environment will remain important, e-Commerce is growing in terms of scale and sales, and it is vital that companies' strategies are set up to maximise revenue from this channel.

Featuring multiple case studies from the digital CHC world, this investigation of **Digital Marketing, Digital Health & e-Commerce** will examine forward trends in a wealth of different areas:

Digital marketing strategies • Social media campaigns • O2O • Companion apps  
Gamification • Digital native brands • Conversational marketing • Online platforms  
Leading CHC players • Influencers • QR codes • Personalisation • Subscriptions  
& more

The report will investigate the key avenues for reaching the growing online audience and provide case studies of successful e-Commerce strategies. The digital landscape will be examined and best digital marketing practices for CHC players explored, including making the most of social media, companion apps and dedicated online stores. The growing trend for personalisation will be appraised, and the merits of CHC players building subscription services scrutinised.



The digitalisation of consumer health is seeing certain brands reach bigger – and younger – audiences via social media platforms such as TikTok and Instagram. Reports suggest advertising expenditure by OTC brands in key global markets will be driven by tailored digital ads, as well as performance advertising driving traffic to CHC e-Commerce platforms.



With more consumers aware of and comfortable with shopping for CHC products online, this will become an increasingly important sales channel. Elsewhere, Amazon’s aims to become a vertically integrated healthcare company may prove another significant aspect of the digital revolution.

**Publishing early February 2023**

	Pre-publication discount	List price
Global licence:	GB£11,475	GB£13,500
Site licence:	GB£9,350	GB£11,000

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