

A woman with dark hair in a white lab coat is looking through a microscope. The image is split diagonally, with the top right showing her face and the microscope, and the bottom left showing a blue geometric pattern.

rrd

2025

PHARMA,
LIFE SCIENCES,
+ NUTRACEUTICALS
MARKETING
OUTLOOK

01 WHAT'S AHEAD FOR MARKETERS IN HIGHLY REGULATED INDUSTRIES — AND HOW TO PREPARE FOR IT

In industries shaped by complex regulations and scientific innovation, marketers in pharmaceuticals, life sciences, and nutraceuticals are turning their attention toward digital transformation in 2025. Based on responses from health science professionals who participated in a recent RRD industry survey, this group is feeling the strain of change — and the constraints that come with compliance:

55%

say it's difficult to keep up with the pace of change in marketing

62%

agree that compliance issues are distracting from customer engagement

THESE CHALLENGES HIGHLIGHT THE NEED FOR MODERN DIGITAL STRATEGIES THAT DELIVER SPEED, ACCURACY, AND TRUST.



02

BALANCING TRUST, PERFORMANCE, AND REGULATION

Marketers are focused on building brand trust while also driving measurable performance. Ad budgets reflect that balance:

56%

is allocated to brand building

44%

goes toward immediate sales

Spending goals are also split:

52%

acquisition

48%

loyalty

03

WHERE BUDGETS ARE GROWING IN 2025

Marketers in this segment are leaning into high-engagement digital channels and expanding reach across retail and video platforms:

74%

plan to increase investment in e-commerce websites and paid social media

68%

will increase spend on online video, including YouTube and streaming

70%

are growing budgets for influencer marketing and retail media networks



TOP TECH PRIORITIES: PERSONALIZATION, INNOVATION, AND EXPERIMENTATION

This group shows a strong interest in personalization technology, while also testing new and emerging platforms:

58%

rank AI and machine learning
as their top tech priority

33%

are prioritizing voice search
and conversational AI

50%

list extended reality as
a first-tier investment

05

EXPLORATORY INVESTMENTS

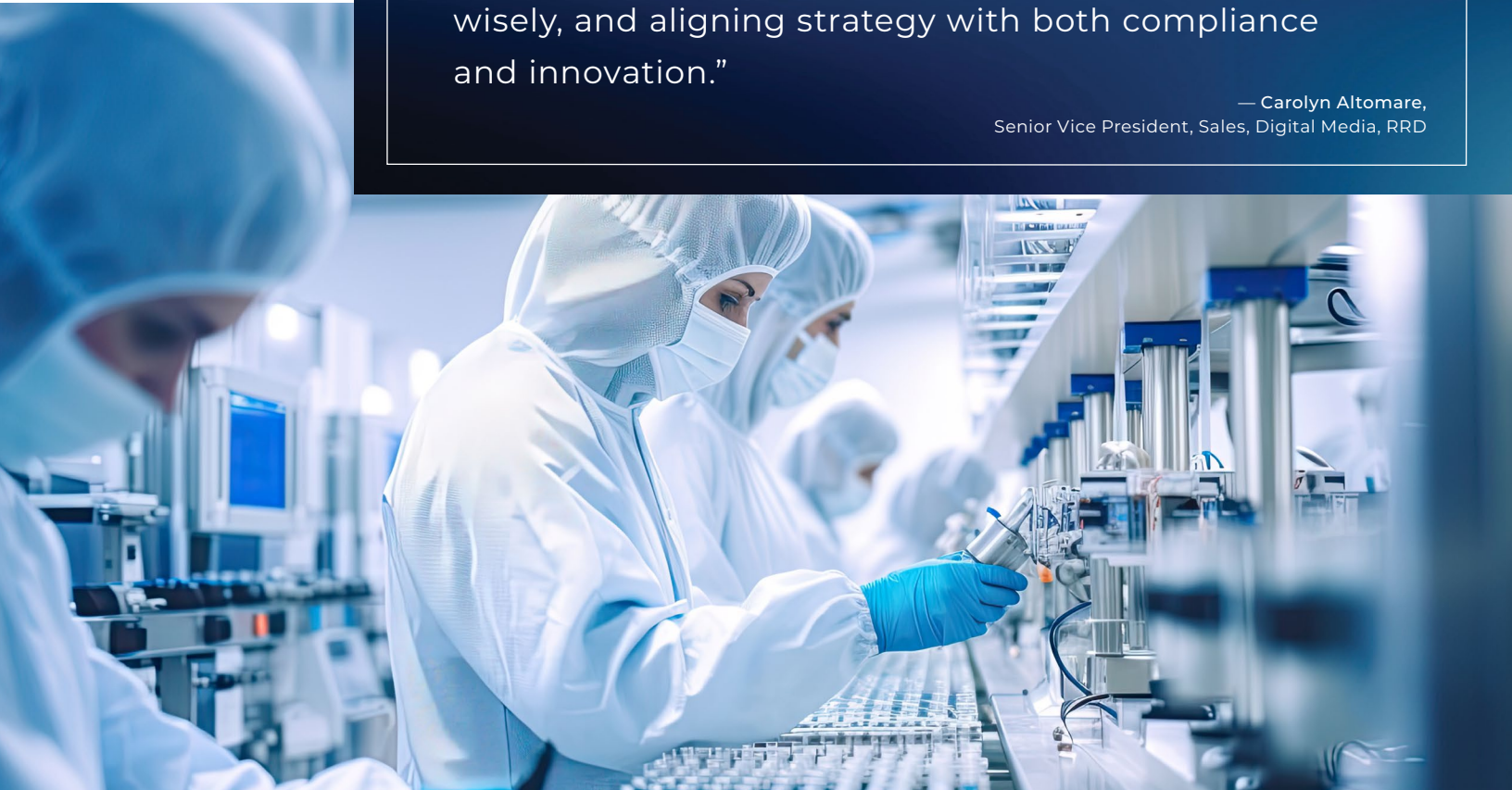
Marketers in pharma, life sciences, and nutraceuticals are experimenting across the board:

- Social commerce (**42%**), low/no-code platforms (**50%**), and big data/analytics (**44%**) are frequently ranked as second- and third-tier priorities
- While some are exploring high-risk bets — including **50%** who list cryptocurrency among their top three — most are focused on building digital ecosystems that support relevance, security, and customer engagement

“

Regulatory hurdles, rising expectations, and relentless change — this is the reality for life sciences marketers. Success in 2025 means staying agile, investing wisely, and aligning strategy with both compliance and innovation.”

— Carolyn Altomare,
Senior Vice President, Sales, Digital Media, RRD





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and nutraceuticals marketers navigate
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Want to dive deeper into what's ahead for life sciences companies?
Read our blog, "[10 Challenges Life Science Companies Must Confront
in 2025](#)," for a closer look at the industry's biggest hurdles — and
how to move past them.