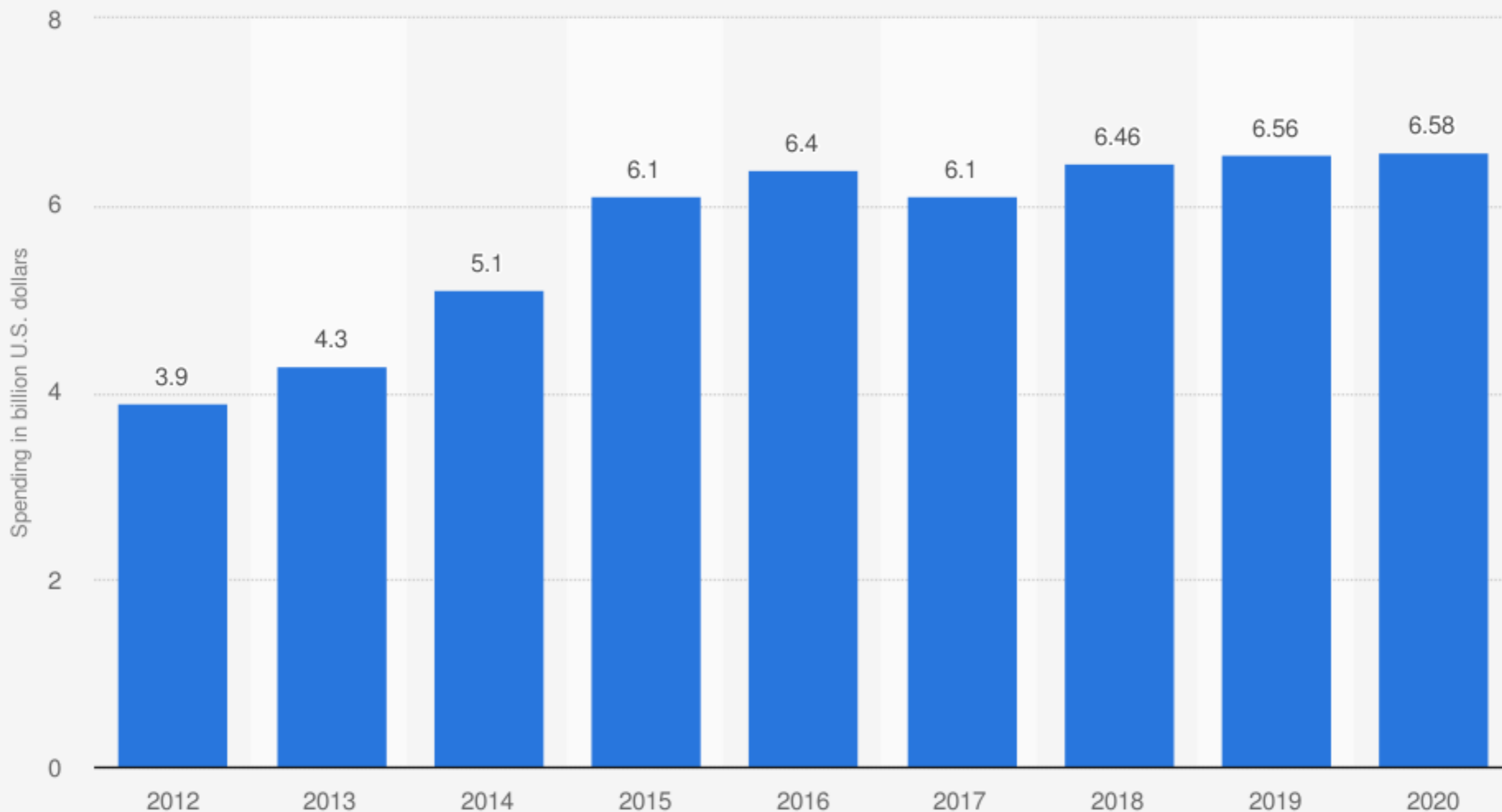


Direct-to-consumer spending of the pharmaceutical industry in the United States from 2012 to 2020 (in billion U.S. dollars)



Sources

Kantar Media; FiercePharma
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Additional Information:

United States; Kantar Media; 2012 to 2020; includes TV, print, radio and out of home, both brand and generic; includes direct mail, direct response, paid search and online video; excludes social media