

DHCG ANNUAL SURVEY

2026 Pharma Marketing Trends: What 50+ Industry Leaders Are Prioritizing

AI DOMINATES 2026

STRATEGY AND OPERATIONS TRENDS



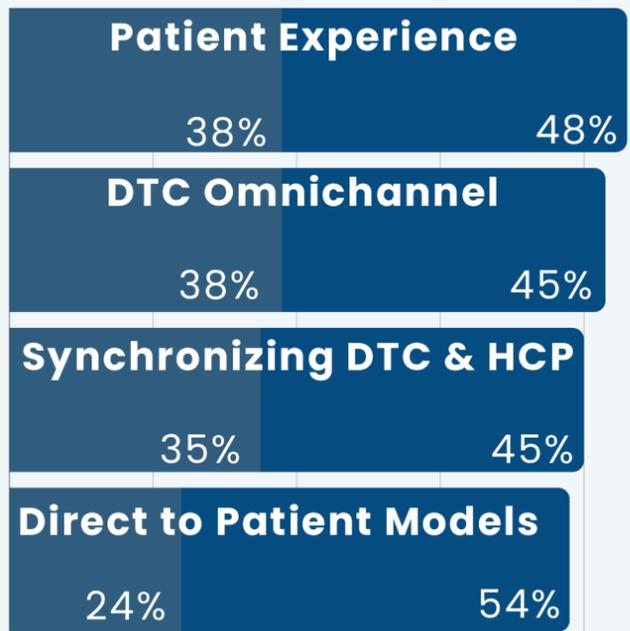
The three highest-rated strategic priorities for 2026 center on artificial intelligence. Pharma marketers are prioritizing practical AI applications like segmentation and targeting, while simultaneously working to separate genuine AI capabilities from vendor hype. This signals a maturing approach to AI adoption.

THE PATIENT-CENTRIC SHIFT CONTINUES

When asked about Cross Industry Trends and Channels for 2026:

When asked specifically about Patient Trends for 2026:

● Interested ● Very Interested



HCP EXPERIENCE: THE INTEGRATION IMPERATIVE

THE INTEGRATION IMPERATIVE

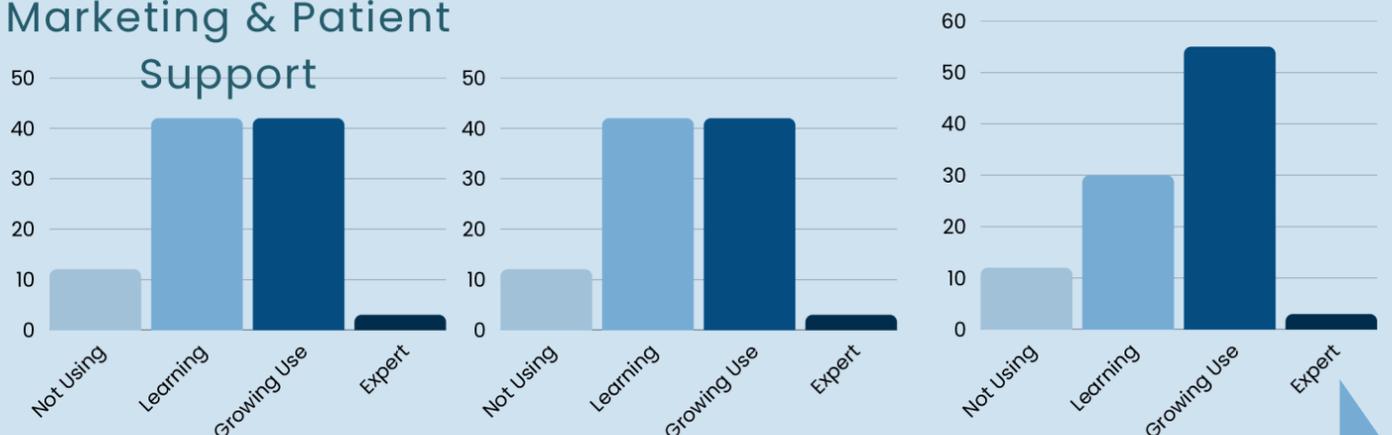


AI MATURITY: WHERE THE INDUSTRY ACTUALLY STANDS

AI for Consumer Marketing & Patient Support

AI for Sales

AI for HCP Marketing



GROWING AI MATURITY HEADED INTO 2026