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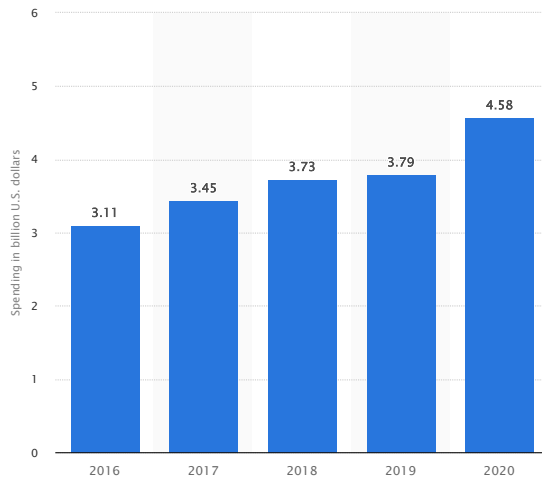
Pharmaceutical industry TV ad spend in the U.S 2016-2020

Published by [A. Guttman](#), Jun 5, 2021

In 2020, the pharmaceutical industry spent 4.58 billion U.S. dollars on advertising on national TV in the United States, unsurprisingly representing a big shift in spending compared to the 2019 pre-covid market. In 2020 TV ad spending of the pharma industry accounted for 75 percent of the total ad spend.

Pharmaceutical industry TV advertising spending in the United States from 2016 to 2020

(in billion U.S. dollars)



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Region

United States

Survey time period

2016 to 2020