

IQVIA Consumer Health Market Insights







Critical intelligence for competitive advantage

Competing successfully in the fast moving consumer health market requires agile thinking and confident decision making, based on actionable insights grounded in consistent, trusted, granular real-world data.

As an established leader in Consumer Health intelligence, we have grown the largest healthcare database available. With our breadth and depth of global and local insights, we can help you find and grow your advantage to stay ahead in competitive markets.



Your requirements

-  **Assess performance**
in a complex and evolving marketplace
-  **Drive global scale**
while maintaining local relevance
-  **Identify and capitalize**
on market and consumer trends
-  **Maximize customer relationships**
and forge new ones
-  **Win in a multi-channel**
environment
-  **Ensure a**
"single version of the truth"

Our solution

IQVIA Consumer Health provides fast access to the multi-source insights you need to understand the pulse of the market and achieve your potential within it.

Master your market efficiently with critical consumer health intelligence

Understand the landscape

- Identify trends across segments and geographies
- Evaluate competitive dynamics
- Track brand and category performance
- Examine consumer perceptions and channel sentiments
- Generate and measure HCP recommendations
- Monitor and benchmark competition



Drive stronger performance

- Achieve the right marketing mix
- Target messaging appropriately
- Increase commercial effectiveness
- Optimize in-pharmacy sales
- Build brand loyalty

Assess and quantify opportunities

- Maximize seasonal potential
- Identify gaps
- Find competitive advantage
- Evaluate new category investments

Our consistently audited, world-leading consumer and pharmaceutical data combined with predictive analytics enables powerful, evidence-based insights across established and emerging industry segments.

