



RepTrak

Pharma in the “Post-Pandemic” phase.

Our data from 2020 showed us that Pharma was hot; and in our [2021 Pharma Report](#), we saw that Pharma’s reputation continued to climb during the first half of 2021.

Pharma Reputation Score Q4 2020 U.S.

66.9

Pharma Reputation Score Q1 2021 U.S.

70.3

▲ 3.4 points

POOR 0-39

WEAK 40-59

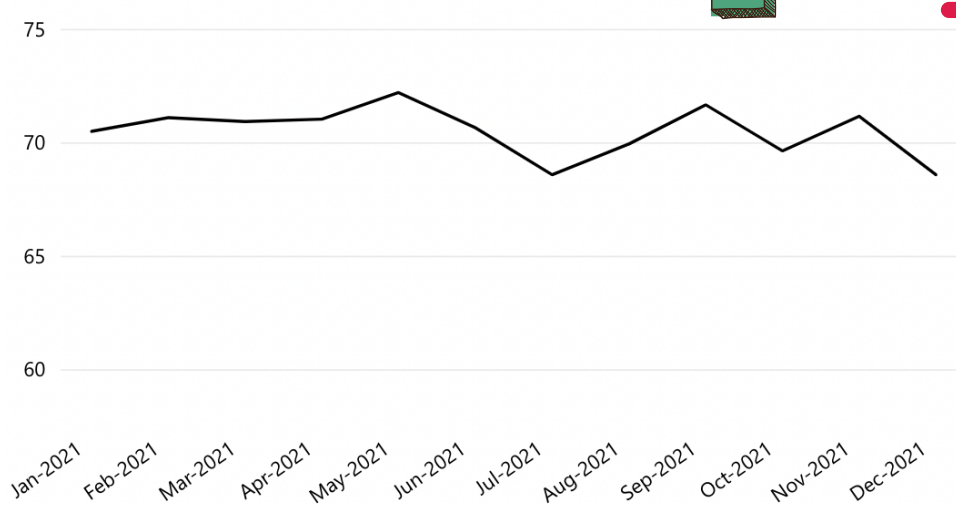
AVERAGE 60-69

STRONG 70-79

EXCELLENT 80+

But in June ‘21, we saw the beginning of the end for Pharma’s reputation high coming “out of” the pandemic.

Pharma Reputation Score 2021 U.S.



Pharma Reputation Score Q3 & Q4 2021 U.S.

69.9

▼ 1.2 points

Pharma Burnout

The global medical demands that boosted Pharma’s reputation at the beginning of the pandemic has fizzled out in the first half of 2022—their Scores are down across the board.



Reputation Scores by Industry Q1 & Q2 2022 U.S.

Industry	Score	Change	Companies
Health Care Equipment & Services	70.0	N/A	8
Semiconductors & Semiconductor Equipment	71.3	N/A	10
Automobiles & Components	72.1	0.0	8
Pharmaceuticals, Biotechnology & Life Sciences	67.6	▼ 2.9	8
Consumer Durables & Apparel	72.1	▼ 2.2	8
Media & Entertainment	63.0	▼ 1.7	8
Diversified Financials	66.9	▼ 1.5	8
Technology Hardware & Equipment	71.0	▼ 1.5	8
Food, Beverage & Tobacco	71.3	▼ 1.4	8
Software & Services	71.6	▼ 1.3	8
Banks	62.2	▼ 1.2	8
Transportation	69.5	▼ 1.2	8
Capital Goods	72.7	▼ 1.1	8
Insurance	67.0	▼ 0.8	8
Telecommunication Services	63.7	▼ 0.8	8
Retailing	70.0	▼ 0.7	8
Household & Personal Products	72.6	▼ 0.6	8
Consumer Services	70.2	▼ 0.4	8
TOTAL	69.2	▼ 0.9	146

Pharmaceuticals, Biotechnology & Life Sciences has an Average 67.6 with a significant decrease of 2.9 points, **the largest YoY decrease out of any industry.**

When we look at Pharma’s 2022 Driver Factors, we see that the industry’s weakest pain points have to do with how the industry is operating, rather than the products themselves.

Conduct



Open and transparent

62.8

▼ 3.5 points



Prescription

For Your Reputation Health

xxxxx **For even more Pharma insights, we're prescribing the full 2022 Pharma Update Report.**

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