

What's Next for AI in Pharma:

2026 Predictions from Industry Leaders

In 2025, generative AI evolved from a novelty into an indispensable tool, becoming a search engine, creative collaborator, and critical partner. With rapid market growth projected, AI adoption continues accelerating. In pharma, AI expansion is set to surge through 2030. Using expert insights, industry data, and survey results, let's take a high-level look at nine defining pharma AI trends for 2026.

The global pharma AI market is projected to grow from **\$3.8 billion** in 2025 to **\$15.2 billion** by 2030

PREDICTION #1

AI will eliminate manual insights reporting

47%

of experts see 'reducing manual reporting and analytics work' as the area where AI will have the greatest impact over the year ahead, according to our recent industry survey results

PREDICTION #2

AI will transform static planning into continuous, adaptive strategies

1/10

companies use real-time data to guide launch or engagement strategy

PREDICTION #3

AI will make hybrid engagements the 'new normal'

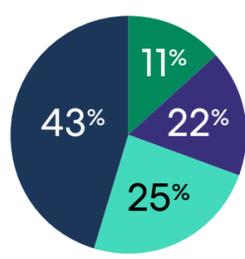
66%

of our survey respondents view a 'balanced hybrid model' as the future of HCP engagement

PREDICTION #4

AI will reveal new 'networks of authority' shrinking the influence of traditional KOLs

Beyond traditional KOLs and DOLs, who will shape scientific and market conversations in 2026?



- Policy reimbursement partners
- Patient advocates/communities

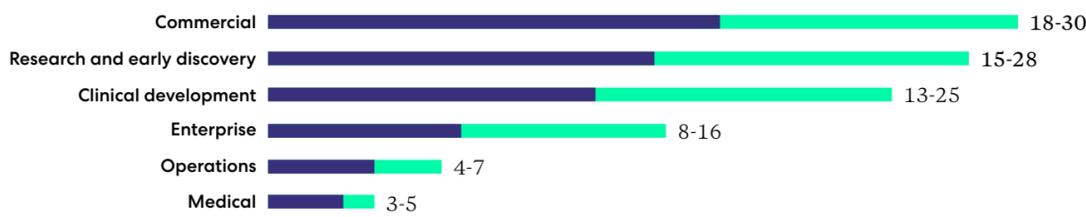
- Algorithmic/AI-curated voices
- KOLs will remain dominant

PREDICTION #5

AI will enable instantaneous market responses

Generative AI is expected to produce \$60 billion to \$110 billion in annual value across the pharmaceutical industry value chain.

Expected value annually, \$ billion



PREDICTION #6

AI will predict sentiment shifts before they occur

30%

cut in viewer drop off rates due to streaming platforms use predictive sentiment analytics

Medium

PREDICTION #7

AI will further amplify the patient voice

70%

of consumers have grown to expect companies to deliver personalised interactions

PharmaPhorum

PREDICTION #8

AI will see compliance move from constraint to catalyst

19%

of survey respondents believe that clearer guardrails will accelerate innovation through increased confidence and adoption while 42% say the opposite

PREDICTION #9

AI will usher in a new age of collaboration

“Having access to what patients are saying, across advocacy groups and digital channels, and being able to filter and find the right signals at scale is huge.”

- JASON SMITH, CHIEF TECHNOLOGY OFFICER, AI AND ANALYTICS

If you'd like to know more about how these trends will shape your 2026 launch and commercialization strategy you can read the full [2026 predictions report](#) here, or to experience it for yourself, you can [schedule a demo today](#).

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