

# Healthcare Spending: Incl Impact of COVID-19 - US - November 2020

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- The impact of COVID-19 on healthcare spending
- Important factors in healthcare provider selection
- Attitudes toward healthcare and healthcare spending
- Preventative health measures taken by US adults

During the initial lockdown phase of COVID-19, stay-at-home measures and business closures to limit the spread of COVID-19 shut down elective and non-emergency medical services. Healthcare providers and insurers helped consumer navigate through an uncertain health climate, along with offering more digitized services to help consumers shelter at home. Spending plummeted during the initial peak of the pandemic, but as safety protocols to prevent the spread of infection in healthcare environments proved effective, consumers slowed returned to their standard medical care regimen, and began spending on healthcare services once again.



“At the peak of the pandemic, COVID-19 nearly shut down all medical facilities that were not considered ‘necessary’ beyond those treating adults diagnosed with COVID-19. Healthcare spending greatly decreased, but as with most essential services, consumers have needed to return medical care providers for their general health.”

– Jennifer White Boehm,  
Associate Director, Finance  
Reports

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### OVERVIEW

- What you need to know
- Key issues covered in this Report
- COVID-19: market context

### EXECUTIVE SUMMARY

- Top takeaways
- Healthcare spending behaviors are as varied as the patient population
- COVID-19 hit the industry, but consumers will return
- Costs are still top of mind
- Impact of COVID-19 on healthcare spending
- Lockdown was a disaster for the industry, but patients are returning

Figure 1: Short-, medium- and long-term impact of COVID-19 on healthcare spending, November 2020

- Opportunities and challenges
- Cost will remain a factor as US economy recovers from recession
- Telehealth will remain an integral part of medical care – and could bring cost savings
- Satisfaction levels are high, but healthcare providers need to prove they value their customers

### THE MARKET – KEY TAKEAWAYS

- Healthcare services is a \$2.6 trillion industry
- Spending pressured with high unemployment
- Medicare coverage is a big change for Baby Boomers
- Chronic health conditions impact half of Americans
- Heightened focus on mental wellbeing

### MARKET SIZE AND FORECAST

- Healthcare services is a \$2.6 trillion industry  
Figure 2: Total US retail sales and forecast of healthcare, at current prices, 2015–25
- Healthcare spending represents second-largest category  
Figure 3: Consumer spending by category, at current prices (\$ billions), 2020

### MARKET FACTORS

- Healthcare spending will improve with COVID-19 vaccine
- Spending pressures likely with high unemployment

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 4: Consumer confidence and unemployment, 2000–October 2020

- **Medicare coverage is a big change for Boomers**

Figure 5: Medicare coverage, by younger and older Baby Boomers, January 2020

- **Chronic health conditions impact half of Americans**

Figure 6: Chronic health management status, July 2020

- **Heightened focus on mental wellbeing**

Figure 7: Experience of stress and select mental health conditions, May 2020

## COMPANIES AND BRANDS – KEY TAKEAWAYS

- **COVID-19 prompts all around outreach**
- **Amazon enters health wearables market with Halo smartwatch**
- **Insurers try to help unemployed get insured**

## COMPANIES AND BRANDS

- **Insurers increase creative outreach during COVID-19**
- **Aetna**  
Figure 8: "Importance of making #timeforcare during a pandemic," Aetna national TV ad, July 2020
- **Anthem and Blue Cross Blue Shield of Illinois**
- **Cigna**
- **Humana**
- **UnitedHealth Group**
- **Insurers offer discounted premiums as elective procedures plummet**
- **Amazon enters health wearables market with Halo smartwatch**
- **Insurers grapple with special enrollment periods to help newly unemployed**

## THE CONSUMER – KEY TAKEAWAYS

- **Cost is top priority in healthcare decision**
- **Several opportunities to market to men and women separately**
- **Healthcare costs are a significant part of household budgets**
- **Opportunity to help least affluent take more preventative measures**
- **Spending due to COVID-19 relatively low for now**
- **Telehealth services reaching a wide audience**
- **Consumers are satisfied with healthcare coverage**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## FACTORS IN CHOOSING HEALTHCARE PLANS

- **Financial consideration top factor in healthcare decision**  
Figure 9: Top factors in selecting healthcare coverage, July 2020
- **Financial considerations vary between men and women**  
Figure 10: Top factors in selecting healthcare coverage, by gender, July 2020
- **18-24s not concerned about premiums...yet**  
Figure 11: Top factors in selecting healthcare coverage, by age, July 2020
- **Provider network key to those with employer-sponsored insurance**  
Figure 12: Top factors in selecting healthcare coverage, by insurance type, July 2020
- **HSA eligibility attractive to parents**  
Figure 13: Top factors in selecting healthcare coverage, by parental status, July 2020

## HEALTHCARE SPENDING BUDGET

- **Healthcare costs typically account for up to 20% of annual incomes**  
Figure 14: Percent of yearly income devoted to healthcare spending, July 2020
- **Women less likely to know how much is spent on healthcare**  
Figure 15: Percent of yearly income devoted to healthcare spending, by gender, July 2020
- **24-35s spending more of income on healthcare**  
Figure 16: Percent of yearly income devoted to healthcare spending, by age, July 2020
- **Individually insured spend higher share of income on healthcare**  
Figure 17: Percent of yearly income devoted to healthcare spending, by type of insurance, July 2020

## PREVENTATIVE HEALTHCARE

- **Majority of consumers take some preventative measures**  
Figure 18: Preventative healthcare measures taken in the past year, July 2020
- **An opportunity exists to push men toward more preventative measures**  
Figure 19: Preventative healthcare measures taken in the past year, July 2020
- **Many of the youngest consumers are bypassing preventative measures**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 20: Preventative healthcare measures taken in the past year, by age, July 2020

- **Least affluent are least likely to take preventative measures**

Figure 21: Preventative healthcare measures taken in the past year, by household income, July 2020

- **Healthy habits deteriorate with financial stress**

Figure 22: Preventative healthcare measures taken in the past year, by financial situation, July 2020

## COVID-19'S EFFECTS ON SPENDING AND CARE

- **COVID-19's effect on costs is relatively low**

Figure 23: COVID-19's effect on medical costs and healthcare scheduling, July 2020

- **COVID-19 has more significant spending effect on young men**

Figure 24: COVID-19 effect on medical costs and healthcare scheduling, by gender and age, July 2020

## PRESCRIPTIONS

- **High prescription drug costs are a real concern**

Figure 25: Prescription drug behaviors, July 2020

- **Prescription drug issues most relevant to elderly**

Figure 26: Prescription drug behaviors, by age, July 2020

- **Those struggling financially often forced to skip medications**

Figure 27: Prescription drug behaviors, by financial situation, July 2020

## HEALTHCARE BEHAVIORS

- **Not all consumers stay in-network, telehealth services more common**

Figure 28: Financial implications of healthcare, July 2020

- **Women more diligently checking provider is in-network**

Figure 29: Financial implications of healthcare, by gender, July 2020

- **Telehealth services not only for the young**

Figure 30: Financial implications of healthcare, by generation, July 2020

- **Parents utilizing telehealth services**

Figure 31: Financial implications of healthcare, by parental status, July 2020

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## ATTITUDES TOWARD HEALTHCARE AND HEALTHCARE SPENDING

- **Lack of billing transparency tops list of concerns**  
Figure 32: Attitudes toward healthcare, July 2020
- **High satisfaction with healthcare coverage**  
Figure 33: Satisfaction with healthcare coverage, July 2020
- **With higher income, consumers feel less value**  
Figure 34: Satisfaction with healthcare coverage, by household income, July 2020
- **Satisfaction dips with financial struggles**  
Figure 35: Satisfaction with healthcare coverage, by financial situation, July 2020

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Abbreviations and terms
- Abbreviations

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.