Market Authority Index

Life Sciences

Sector Executive Summary

Q2 2026 | 27 brands in this sector out of a total of 164 Assessed brands.

This is an indicative sector report. Of the 27 brands included, 7 have been fully assessed (Market Authority Index Assessed), 19 carry signal-based estimates (Market Authority Index Estimated), and 1 carries an expected score (Market Authority Index Expected). Sub-pillar analysis is based on the 7 fully assessed brands. A complete sector report with expanded assessed coverage is planned for Q3 2026.

Average Market Authority Index: 67.3/100

Median: 71 | Certification rate: 63.0%*

*(*achieve a score of 65 or above)*

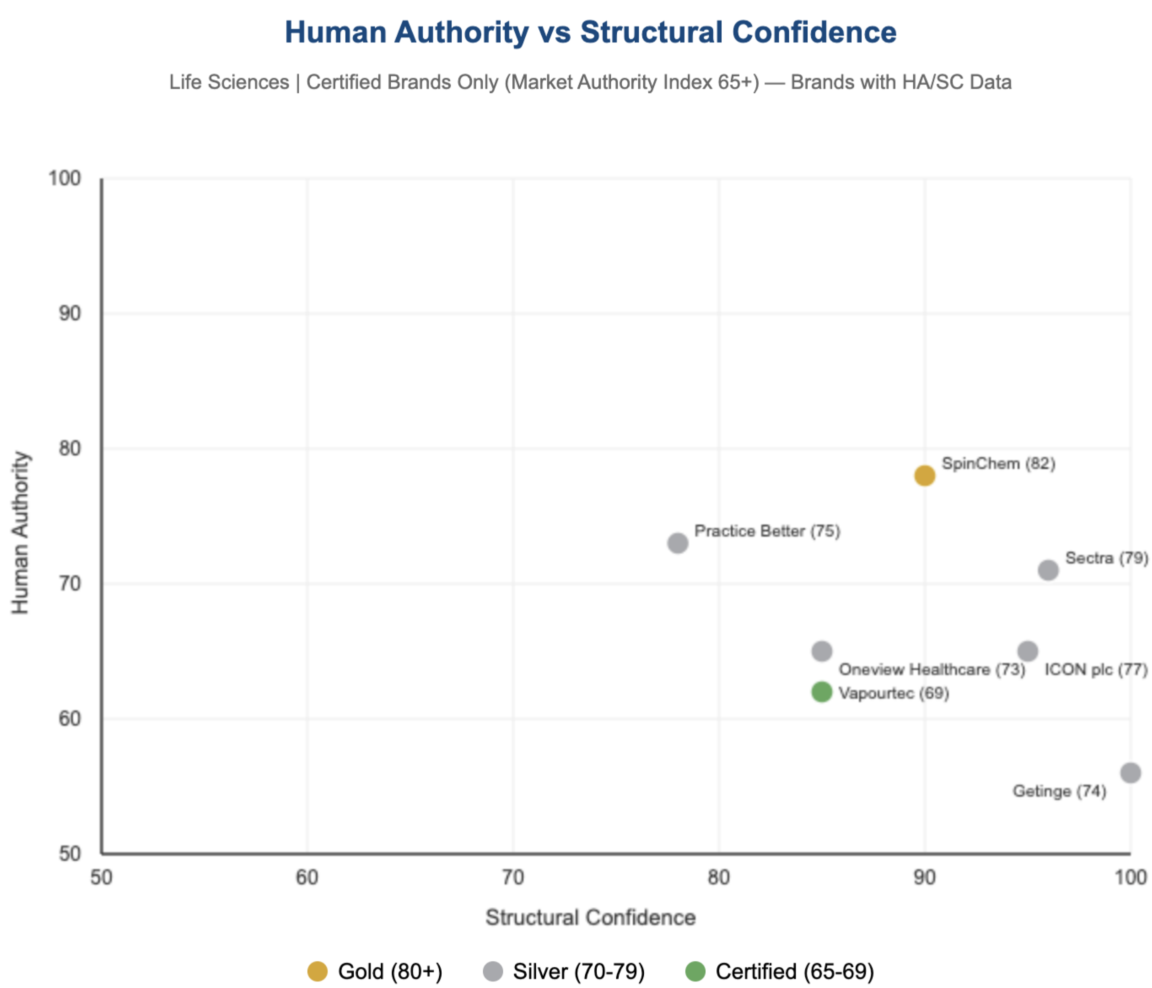
21 July 2026

Sector Executive Summary

Prepared by Digital Scorecard

Sector Overview

Life Sciences is a sector defined by scientific rigour, regulatory complexity, and long development cycles. The 27 brands evaluated carry an average Market Authority Index of 67.3, with a median of 71, placing the sector slightly above the cross-sector portfolio average of 64.1.



This is a purely B2B sector. Every brand in the dataset operates in a business-to-business model, selling to pharmaceutical companies, hospitals, research institutions, or healthcare

Want to see how your organisation compares? Take the Market Authority Index (MAI) assessment to benchmark your Market Authority and find your biggest opportunities for improvement. Learn more and take the free assessment here.

practitioners. Despite operating in markets where purchasing decisions are highly technical and relationship-driven, the leading brands have built substantial digital authority, unique for B2B businesses and driven by the needs and demands of the sector.

The certification rate of 63.0% is close to the portfolio-wide average of 64.3%. Four brands achieve Gold certification (80+), eleven achieve Silver (70-79), and two achieve Certified (65-69). The remaining ten brands score below the certification threshold, with three classified as At Risk. But it is to be noted that leaders are usually included in the initial analysis and tend to be highly rated, so the sector averages may reduce over time to reflect the industry more fully.

What makes this sector distinctive is the subsector variation. The subsector, Flow Chemistry Equipment, a specialised niche within scientific instrumentation, achieves a remarkable average of 77.8 with 100% certification for all 8 brands reviewed. Subsector Health Practice Software, by contrast, averages just 61.9 with 4 of 7 brands certified. This variation reflects the maturity of digital authority-building in different corners of the life sciences ecosystem.

Where Brands Are Strong

Sub-pillar analysis is based on the 7 fully assessed brands in this sector. These brands have undergone complete Market Authority Index assessments including detailed scoring across all four Human Authority pillars.

Sub-Pillar	Sector Avg (/25)	Portfolio Avg (/25)	Actual / Maximum (%)
Strategic Positioning	18.6	18.7	74.3%
Proof & Validation	10.1	11.8	40.6%
Trust Infrastructure	14.7	16.7	58.9%
Market Presence	14.4	14.9	57.7%

Strategic Positioning is the sector's strongest pillar and essentially matches the portfolio average. Life sciences brands tend to have clearly defined audiences and well-articulated value propositions, a function of operating in technically demanding markets where ambiguity is commercially costly.

Proof and Validation is the weakest pillar at 10.1/25, reflecting the sector's characteristic gap between offline credibility and online visibility. Many of these brands have extensive peer-reviewed evidence, clinical validation, and institutional endorsements, but this proof is often locked behind paywalls, published in specialist journals, or shared through private sales channels rather than structured for digital discovery.

Trust Infrastructure and Market Presence both trail the portfolio average, consistent with the B2B pattern observed across the benchmark. These pillars reward visible pricing, transparent team profiles, and active content marketing, areas where life sciences brands tend to invest less than consumer-facing companies.

Subsector Comparison

Subsector	Nr. of Brands	Avg MAI	Certified	Key Observation
Flow Chemistry Equipment	8	77.8	8/8 (100%)	Highest-performing subsector; niche B2B instrumentation with strong digital presence
MedTech & Digital Health	1	-	1/1	Single brand; insufficient for subsector conclusions
Medical Imaging Software	3	70.0	2/3	Strong performers in a specialised enterprise software niche
Contract Research Organisations (CRO)	3	63.0	1/3	Mixed results; ICON plc leads significantly
Health Practice Software	7	61.9	4/7	Wide spread (75 to 41); early-stage entrants bring the average down
Contract Manufacturing Organisations (CMO)	2	-	-	Two brands; insufficient for subsector conclusionsbrand-building incentive
Medical Devices	3	56.7	1/3	Includes one Expected score; small sample

Flow Chemistry Equipment stands out as the subsector most likely to influence AI recommendations. These brands have invested in structured content, clear product documentation, and visible thought leadership, the building blocks of digital authority in a niche market. Their 100% certification rate, across 8 brands with no exceptions, suggests that digital authority-building may already be a competitive norm in this space. A good reference point for any in this sector.

The contrast with Contract Manufacturing Organisations is instructive as they operate as behind-the-scenes production partners, where brand authority matters less than operational reliability and regulatory compliance. They are similar in nature and approach to contract manufacturers in the Industrial and Manufacturing sector.

Score Distribution

Band	Count	Share
Exceptional (80+)	4	14.8%
Strong (70-79)	11	40.7%
Developing (60-69)	4	14.8%
Emerging (50-59)	5	18.5%
At Risk (<50)	3	11.1%

The distribution is top-heavy compared to most sectors, with over 55% of brands scoring 70 or above. This partly reflects the strength of Flow Chemistry Equipment subsector, which contributes 8 of the 15 brands scoring 70+. It also reflects the nature of life sciences: brands that survive the regulatory and commercial barriers to entry tend to have established operational foundations, even if their digital authority varies. It may also be a function of the sample as this is an indicative report rather than definitive one. The Q3 report will confirm.

What This Means

Life Sciences brands operate in markets where purchasing decisions are driven by evidence, relationships, and regulatory compliance. The challenge is not a lack of substance but a lack of structured digital visibility.

The brands scoring highest in this sector have made a deliberate choice to translate their scientific credibility, regulatory track record, and client outcomes into formats that AI systems, search engines, and digital discovery tools can find and evaluate. Published case studies, structured product data, transparent team profiles, and visible thought leadership are what distinguish the leaders from the rest.

What Should Life Sciences Brands Do Next?

1. **Make proof findable.** Peer-reviewed publications, regulatory approvals, and clinical validation are powerful, but only if they are discoverable outside specialist databases.

Publish structured summaries on the company website with clear links to source material.

2. **Build trust infrastructure.** Team profiles, transparent contact information, and clear pricing (where commercially appropriate) signal openness. In a sector where due diligence is standard practice, making that process easier builds confidence.
3. **Invest in content authority.** The brands leading this sector publish consistently: technical guides, application notes, webinars, and case studies. This creates a body of findable, attributable content that AI systems can reference when recommending solutions.
4. **Treat digital presence as a competitive signal.** The gap between the sector leader (83) and the sector average (67.3) is 15.7 points. In a sector where buyer shortlists are increasingly influenced by digital discovery, the brands that invest in structured authority now will shape the recommendations of tomorrow.

Assessed vs. Full Dataset Comparison

This sector report evaluates 27 Life Sciences brands. Below is how the full dataset compares across the three scoring tiers used in the Market Authority Index benchmark.

Tier	Brands	Avg MAI	Certification Rate
Assessed (full audit)	7	61.6	42.9%
Estimated (signal-based)	19	69.3	68.4%
Expected (model-based)	1	74.0	100%
All Life Sciences	27	67.3	63.0%

The gap between Assessed and Estimated averages follows the benchmark-wide pattern: full audits surface weaknesses that signal-based methods miss, particularly in Proof and Validation and Trust Infrastructure. **This is a reminder that estimated scores may overstate digital authority for brands that have not yet undergone a complete assessment**.

About the Market Authority Index

The Market Authority Index measures how discoverable, credible, and structurally sound a brand appears to AI systems, search engines, and informed buyers. It is designed to answer a simple question: when someone or AI is asked to recommend a solution in your category, will it recommend you?

What It Measures

The index combines two dimensions:

Human Authority (70% weight) evaluates how a brand presents itself to the market through four pillars, each scored out of 25:

- **Strategic Positioning**: clarity of audience, value proposition, and competitive differentiation
- **Proof & Validation**: third-party evidence including reviews, endorsements, and media coverage
- **Trust Infrastructure**: transparency signals including pricing, team profiles, and contact accessibility
- **Market Presence**: content depth, social engagement, and thought leadership visibility

Structural Confidence (30% weight) evaluates the operational foundations behind the brand through four components:

- Filing Compliance
- Financial Risk Signals
- Governance Stability
- Operational Longevity

Formula

Market Authority Index = (Human Authority x 0.70) + (Structural Confidence x 0.30)

If Structural Confidence falls below 40, the Market Authority Index is capped at 65 regardless of the formula result.

Certification Tiers

Tier	Score	Meaning
Gold	80+	Exceptional digital authority across both dimensions
Silver	70-79	Strong authority with room for targeted improvement
Certified	65-69	Meets the threshold for reliable AI discoverability

Assessment Methodology

Brands in this report have been scored using one of three methods:

- **Market Authority Index Assessed** (7 brands): Complete audit including website analysis, structural research, and manual verification. The most accurate tier.
- **Market Authority Index Estimated** (19 brands): Signal-based scoring using publicly available data. Reliable directional indicator but may overstate authority.
- **Market Authority Index Expected** (1 brand): Model-based projection. Least granular tier.

The Benchmark Dataset

The Q2 2026 benchmark covers 164 fully assessed brands and approximately 700 brands across all scoring tiers, spanning 25 sectors.

Tier	Brands	Avg MAI	Certification Rate
Assessed	164	64.1	55.7%
Estimated	340	69.1	69.0%
Expected	190	65.0	55.0%
Total dataset	694	67.1	64.3%

For the full cross-sector analysis, see the Market Authority Index Benchmark Intelligence Report, Q2 2026.

Explore the Market Authority Index for Life Science Sector

Learn more about the Market Authority Standard

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