



What Are The Next Major Mass Torts? Emerging Litigation And Lead Generation Opportunities For 2027

Description

By James Schulze

This article discusses current and emerging mass tort litigation categories and what law firms should watch for in 2027. It also touches on what lessons previous mass torts have taught legal marketers.

Mass tort marketing changes quickly. A litigation category that generates relatively little attention today can become a significant source of mass tort leads once scientific evidence, litigation activity, media coverage and consumer awareness begin moving in the same direction. For law firms and legal marketers, understanding how those markets develop can be just as important as knowing which lawsuits are currently making headlines.

Moving into 2027, several established and emerging mass tort categories deserve attention. GLP-1 drugs, PFAS exposure, hair relaxers, social media addiction, and medical devices are all producing litigation activity, but identifying the next major mass tort is not simply a matter of finding the newest lawsuit. The bigger question for firms buying mass tort leads is **whether a developing litigation category has enough potential qualified claimants to support scalable client acquisition.**

At The Leads Warehouse, we continually work with clients and our creative team to be at the forefront of product creation. For all mass tort lead types, we will generally have mass tort intake leads, mass tort form-filled leads, and mass tort co-reg leads (read our [blog](#), “Mass Tort Leads Explained” Signed Cases, Long-Form Leads, And Co-Reg Real-Time Data”). The focus is on quality and compliance great leads that abide by current state laws like [CA SB-37](#).

What creates a scalable mass tort?

A mass tort needs more than allegations of harm to drive a significant lead generation effort. There must be a sufficiently large population exposed to the product, drug, device, or alleged hazard, along

with identifiable injuries and a practical way to connect potential claimants with the alleged exposure. Consumer awareness is also important because people cannot respond to advertising about a potential claim if they have no idea the litigation exists or how it may apply to them.

The legal environment develops alongside the consumer market. Federal multidistrict litigation (MDL) can be an important signal because similar cases are centralized for coordinated or pretrial proceedings. Scientific evidence, regulatory actions, court rulings, and increasingly defined qualification criteria can provide additional indications that a market is maturing.

However, for mass tort lead generation, the size of the potential claimant population remains critical. A litigation involving millions of potentially exposed consumers can offer substantially more lead volume than one involving a narrowly used product. Qualification criteria then determine how much of that audience can potentially become viable cases. **That combination of quality and volume is what mass tort firms and marketers should watch heading into 2027** (read our [blog](#), “Mass Tort Marketing Update: What Is Changing For Law Firms And Lead Buyers”).

GLP-1 litigation continues developing

GLP-1 drugs remain one of the most closely watched areas of pharmaceutical litigation. Federal gastrointestinal injury cases involving GLP-1 receptor agonists are consolidated in MDL 3094 in the Eastern District of Pennsylvania, where litigation continues over causation, evidence, and other issues.

From a mass tort marketing perspective, GLP-1 litigation is particularly interesting because of the enormous consumer awareness surrounding drugs such as Ozempic, Wegovy, Mounjaro and related products. Millions of consumers recognize these names, and the drug category has received extensive mainstream media attention. That creates a very different potential marketing environment from a litigation involving an obscure product consumers may barely recognize.

Strong consumer awareness does not automatically translate into qualified mass tort cases though. Product identification, duration of use, documented injuries, medical history and other qualification requirements can substantially reduce the potential claimant pool. Still the combination of a large user population, tremendous brand recognition and continuing litigation makes GLP-1 one of the categories mass tort marketers should continue watching closely in 2027.

PFAS litigation continues to expand

PFAS litigation demonstrates how a mass tort category can evolve beyond its original focus. AFFF firefighting foam litigation has already generated substantial activity involving alleged PFAS exposure, while claims involving other products and exposure pathways continue to develop.

For marketers, the important lesson is that **an established mass tort can produce additional mass tort lead opportunities when alleged exposure is identified through new products, occupations or environments**. The overall category may remain PFAS, but the consumers being targeted and the qualification criteria can change substantially.

That makes detailed intake especially important. A consumer responding to a PFAS advertisement is only the beginning of the qualification process. Exposure source, occupation, product history, diagnosis

and other case criteria may determine whether that mass tort lead ultimately develops into a viable claimant.

Hair relaxer litigation is maturing but remains a market to watch

Hair relaxer litigation is further along in its lifecycle, but it remains useful for understanding how mass tort lead markets mature. Thousands of federal cases have accumulated while expert challenges, discovery and preparation for future trials continue.

The progression illustrates an important point for mass tort lead buyers. Scientific research can create early attention, lawsuits follow, media coverage increases consumer awareness and law firms begin advertising more aggressively. As the litigation matures, qualification criteria generally become better understood and firms can become increasingly selective about the cases they acquire.

That creates a tradeoff for marketers. Early-stage torts may have less competition for leads, but considerably more uncertainty. **Mature torts can provide clearer qualification requirements and a more established claimant population, but competition for qualified mass tort leads can become much stronger.** Partnering with a professional lead generation firm can help law firms grow their client bases even in maturing torts.

Social media addiction opens a different category

Not every emerging mass tort involves a pharmaceutical drug, chemical or physical consumer product. Social media addiction litigation alleges that certain platform designs contributed to addictive behavior and mental health harms among young users, with federal cases consolidated for coordinated proceedings.

This category is important because it demonstrates how **future mass tort opportunities can emerge from technology and digital products.** That potentially expands the universe of mass tort marketing well beyond the traditional pharmaceutical, medical device and consumer product categories.

The challenge is qualification. Identifying whether someone used a social media platform may be relatively straightforward, but establishing usage history, alleged injury, medical documentation and other case criteria can require substantially more intake work. A large potential audience can generate significant mass tort lead volume, but the sales and intake operation still has to identify the consumers who fit the firm's case criteria.

Medical devices are worth watching

Medical devices have a long history of driving major mass torts, and developing device litigation remains a key area to monitor in 2027. Spinal cord stimulator products, for example, have generated enough litigation activity to attract attention at the federal level.

No law firm should assume that every developing medical device lawsuit will become the next major mass tort. Instead, marketers can watch for a combination of signals such as:

- Increasing number of lawsuits

- MDL activity
- Scientific evidence
- Regulatory developments
- Clearly identifiable injuries
- Sufficiently large patient population

When several of those elements begin developing together, a relatively small litigation category can start becoming a scalable mass tort lead generation opportunity. The challenge is recognizing that transition early enough to build an acquisition campaign without getting so far ahead of the litigation that qualification standards remain unclear.

What previous mass torts teach marketers

Mass tort history includes major categories ranging from Roundup and talc to AFFF, Camp Lejeune, pharmaceutical drugs and medical devices. Although the products and alleged injuries change, the marketing challenge is remarkably consistent. **A law firm needs to identify a potentially qualified consumer, make contact, conduct an effective intake, verify important facts and determine whether the claimant meets the firm's case criteria.**

Where mass tort marketing becomes more complicated is the amount of discovery that is often required before a firm knows whether it has a viable claimant. A consumer may know they used a particular drug or product, but they may not understand the alleged injury, whether their medical history qualifies or why the product is involved in litigation. Consequently, **mass tort intake frequently involves consumer education alongside qualification.**

This is one area where mass tort leads differ from motor vehicle accident leads. With an MVA lead, the qualifying event is generally obvious because an accident occurred. The intake team can quickly move into questions about the accident data, injury, medical treatment, fault, insurance and existing legal representation. A mass tort prospect can require substantially more explanation and investigation before the firm knows whether a viable case exists.

The markets also develop differently. MVA lead generation tends to be geographically constrained and extremely time sensitive, while a national mass tort campaign can potentially reach a much larger claimant population over a longer period. MVA marketing generally emphasizes speed, geography and immediate qualification, while **mass tort marketing requires scalable volume, detailed qualification and an intake process capable of converting interested consumers into viable signed cases.**

Watch the market before scaling mass tort lead generation

The next major mass tort will not suddenly become obvious on a particular date. These markets develop as scientific research appears, lawsuits accumulate, courts consolidate cases, qualification standards become clearer, media coverage grows and consumers begin recognizing that they may have a potential claim.

That creates both opportunity and risk for mass tort marketers. Being early can mean lower competition and an opportunity to establish market share before advertising becomes saturated. Being too early can mean buying mass tort leads before the litigation or qualification criteria have developed enough to

determine which consumers represent viable cases.

That is why **firms should monitor the legal market alongside their own acquisition data**. Cost per mass tort lead is important, but it is only the beginning. Contact rate, qualification rate, completed intake rate, signed retainer rate, and ultimately, cost per viable case provide a much better picture of whether a particular mass tort campaign can scale.

The emerging mass torts of 2027 may come from pharmaceuticals, chemicals, technology, medical devices or a category that has not yet received widespread attention. For law firms, the opportunity is not simply predicting which litigation will become the next major tort. It is **building the mass tort lead generation, intake capacity and marketing infrastructure necessary to scale when the right opportunity develops**. Are you ready to talk about how you can grow your mass tort and MVA case pipelines?

About the author

James Schulze is the President and CEO of The Leads Warehouse, a marketing data company with over 20 years of experience in bringing lead generation solutions to companies selling into the home, automotive, financial, insurance, health and life, and legal sectors. He works directly with clients to optimize conversion strategies and ROI across multiple verticals.

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If you would like more information on how you can grow your [mass tort](#) and [MVA](#) client bases, give The Leads Warehouse a call at **1-800-884-8371** or visit our website at <https://theleadswarehouse.com>.

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