

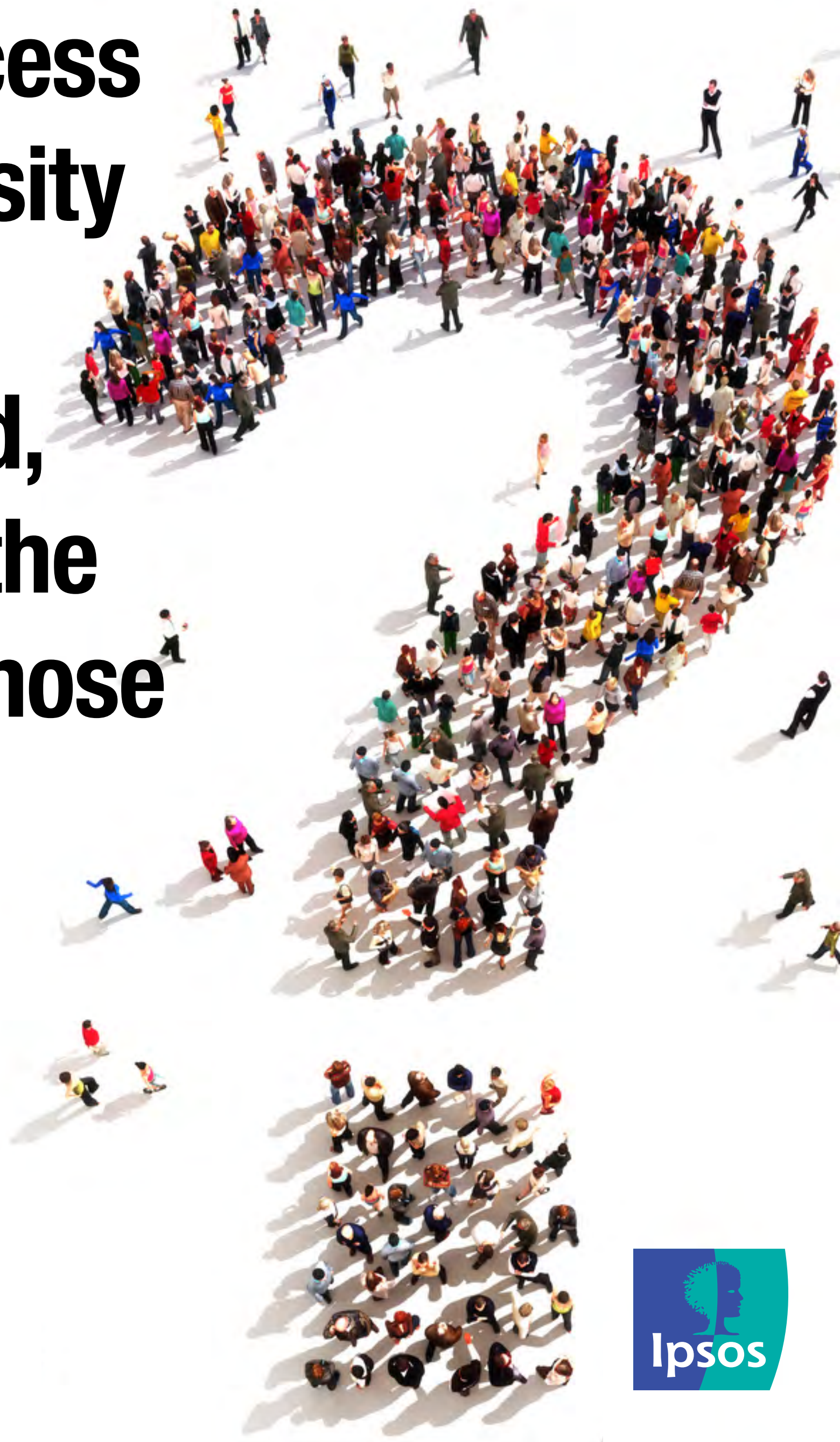
# **Novel GLP1 treatments for obesity: how are US consumers responding?**

INSIGHTS FROM IPSOS'  
GLOBAL CONSUMER  
OBESITY STUDY



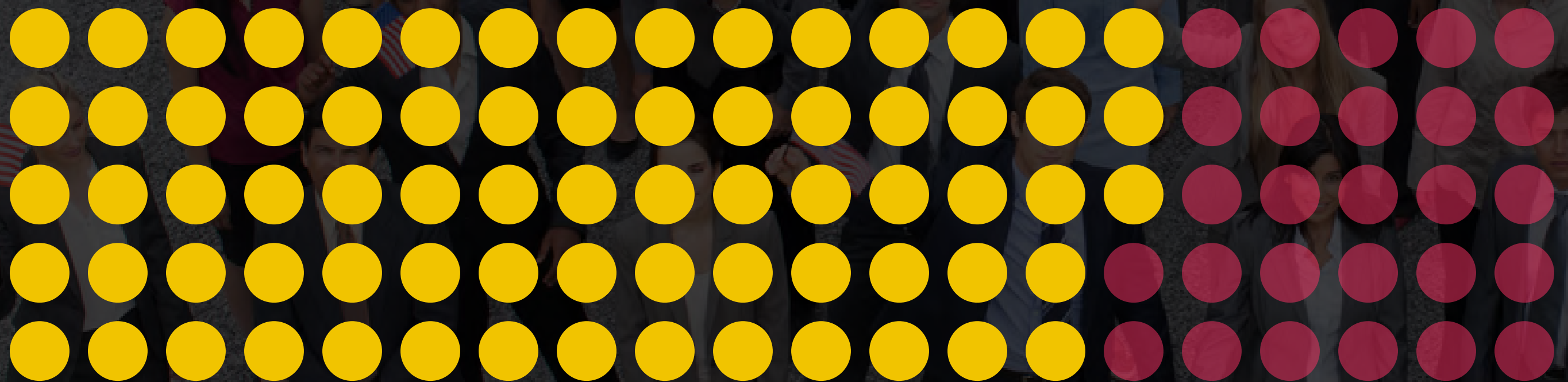


**The clinical success  
of GLP-1s in obesity  
management is  
well documented,  
but what about the  
experiences of those  
who take them?**





**73% of the US consumers we surveyed strongly agreed that obesity is a major health issue in their country that needs more attention.**



**Source:** Ipsos Global Consumer Obesity Study (1,750 consumers in US providing perceptions online from Dec '23 – Jan '24), Data © Ipsos 2024, all rights reserved

**However, potential barriers to uptake of obesity medications were evident...**

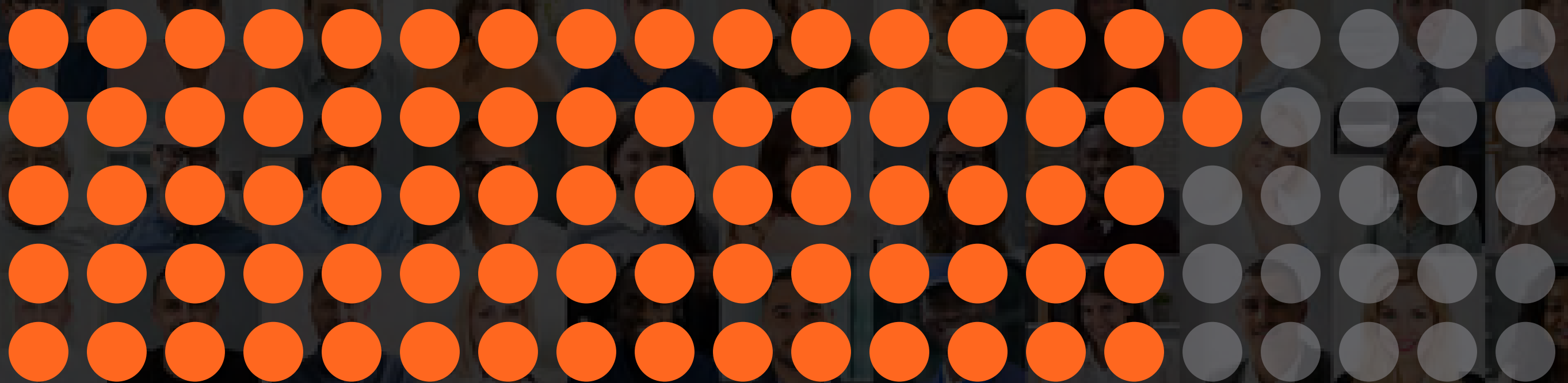
**Consumers who were eligible for GLP-1 treatment\* noted *‘possible side-effects’, ‘high costs’ and ‘regaining weight after stopping medication’* as key concerns.**

**Source:** Ipsos Global Consumer Obesity Study (486 consumers in US deemed eligible for GLP-1 treatment \*and aware of named anti-obesity drugs providing perceptions online from Dec '23 – Jan '24), Data © Ipsos 2024, all rights reserved





**77% of the GLP-1 users surveyed  
had experienced at least one side-  
effect while taking their medication.  
Top reported side-effects were  
altered food preferences and  
gastrointestinal issues.**



**Source:** Ipsos Global Consumer Obesity Study (151 GLP-1 users in US providing perceptions online from Dec '23 – Jan '24), Data ©  
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**In terms of altered food preferences, 49% of the GLP-1 users\* reported a reduced consumption of 'snack foods' while on their current prescription medication for weight loss.**

**Source:** Ipsos Global Consumer Obesity Study (115 GLP-1 users in US \*who had consumed 'snack foods' (chips, energy bars, crackers, cookies, etc.) in last 3 months, providing perceptions online from Dec '23 – Jan '24), Data © Ipsos 2024, all rights reserved



**Among GLP1 users overall there was an increase in consumption of certain products that may help with management of treatment side effects and weight control.**

**Source:** Ipsos Global Consumer Obesity Study (151 GLP-1 users in US providing perceptions online from Dec '23 – Jan '24),

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**It is likely, therefore, that the effects of this treatment class will expand beyond the healthcare realm into other industry sectors. Our data suggests there is both risk and opportunity for brands.**





**Ipsos' suite of syndicated obesity studies can help you understand and plan for these shifting needs.**

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