



## PRESS RELEASE

# Ipsos Launches GLP-1 PersonaBot, Designed to Support Companies' Understanding of the Consumer Obesity Treatment Market

**Paris, 3<sup>rd</sup> July, 2025 - [Ipsos](#)**, one of the world's leading market research companies, announces the launch of GLP-1 PersonaBot, an **AI-powered tool designed to provide unparalleled insight into the consumer obesity treatment market.**

GLP-1 PersonaBot leverages the framework of [Ipsos PersonaBot and Healthcare PersonaBot](#), which launched in 2024 to **allow organisations to 'converse' with AI-powered personas of their target segments – as if they are real people.**

Operating on the same secure proprietary GenAI platform, GLP-1 PersonaBot provides **five interactive personas representing key segments of the consumer obesity treatment market.** Segments are derived from Ipsos' Global Consumer Obesity Monitor, which collects comprehensive data from the general population and GLP-1 users in multiple markets\*.

*"In today's obesity market, where the consumer is often the payer, understanding diverse consumer needs is crucial. GLP-1 PersonaBot not only provides these insights but makes them accessible and actionable to teams across the organisation. Ultimately, it can revolutionise how companies understand and engage with this rapidly expanding market, commented **Roberto Cortese, Head of Ipsos' Obesity & Cardiometabolic Disease Monitors.***

Ranging from sceptics to adopters, the five segment personas reflect diverse weight management mindsets, medication awareness levels, drivers and barriers around usage, communication preferences, and more. Multiple client teams can interact with them to **ask questions, test messages and gain real-time insights as needed.**

**Applications of GLP-1 PersonaBot are manifold**, for healthcare companies and all brands monitoring GLP-1s' transformative impact on their customers' needs – including:

- Identifying and prioritising high-potential segments
- Informing R&D and positioning
- Accelerating product innovation uptake
- Tailoring messages and engagement strategies
- Optimising channel mix for different consumer segments
- Uncovering lifestyle drivers beyond clinical profiles

Like Healthcare PersonaBot, GLP-1 PersonaBot was developed **in accordance with healthcare regulatory requirements.**

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GAME CHANGERS





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### \*NOTE FOR EDITORS

#### About the Ipsos Global Consumer Obesity Monitor

Launched in Q1 2025, the Ipsos Consumer Obesity Monitor captures evolving attitudes, behaviours and perceptions of general consumers and GLP-1 users.

Specifically, it tracks weight management methods, awareness of/experiences with weight loss medications including GLP-1s, and their effects on users' lifestyles, attitudes and consumption habits. Data are available to multiple clients, with analyses and deliverables tailored to subscribers' individual needs.

*Data used to identify consumer segments for GLP-1 PersonaBot were collected from the general population and GLP-1 users in US (n=4,200), China (n=1,400), Brazil (n=1000), UK (n=900), and Germany (n=900). Moving forward, respondents from new waves of Ipsos' Global Consumer Obesity Monitor can be assigned to these GLP-1 PersonaBot segment personas.*

#### ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).

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