

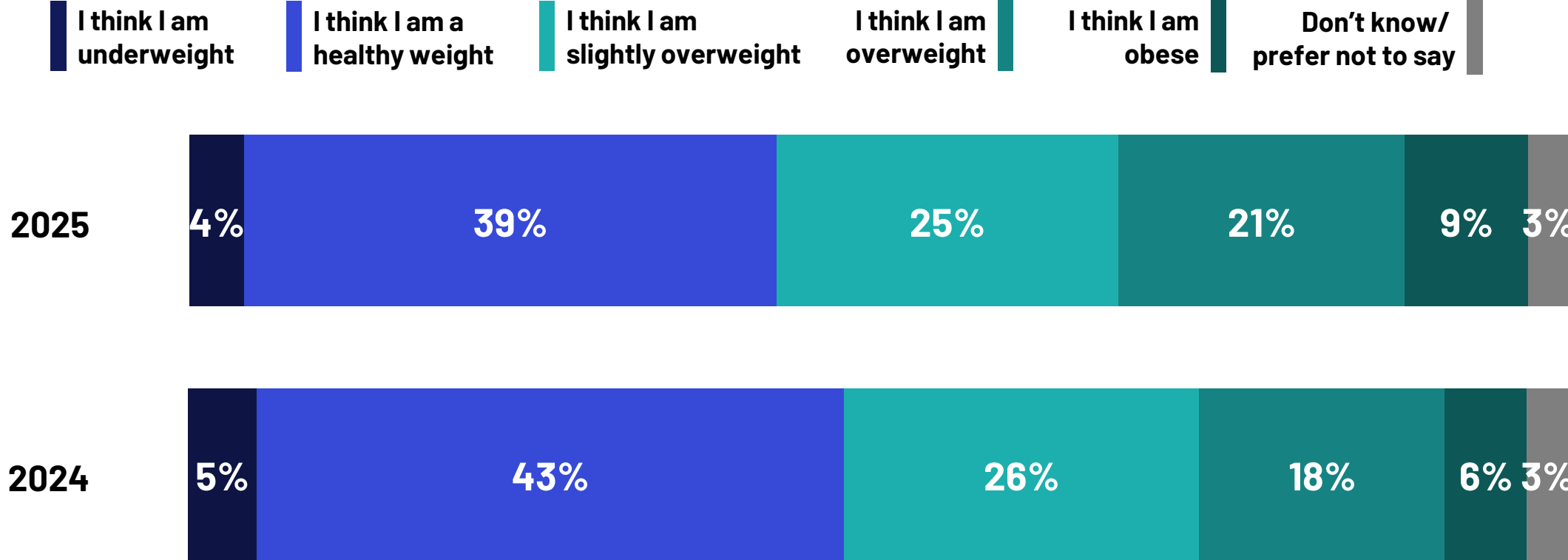
Ipsos

Attitudes toward weight loss injections

December 2025

Just over half of Britons (54%) think they are overweight or obese

Which of the following statements best describes you?



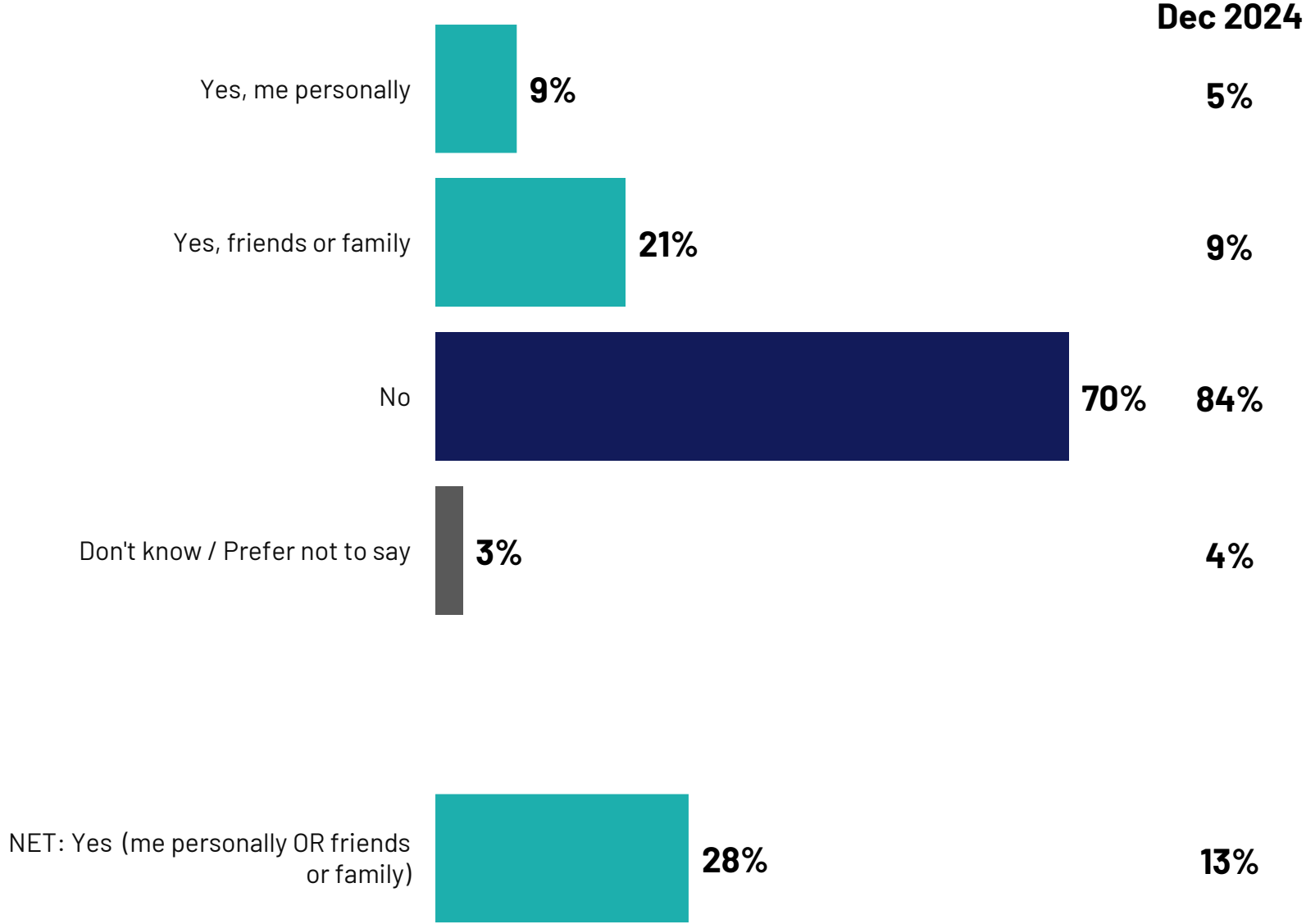
Base: 2025: 2,161 Online British adults aged 18-75, 5-10 December 2025
2024: Base: 2,161 Online British adults aged 18-75, 13-17 December 2024



The proportion of Britons who have personally taken weight loss jabs, or know someone who has, has more than doubled in the last year from 13% to 28%

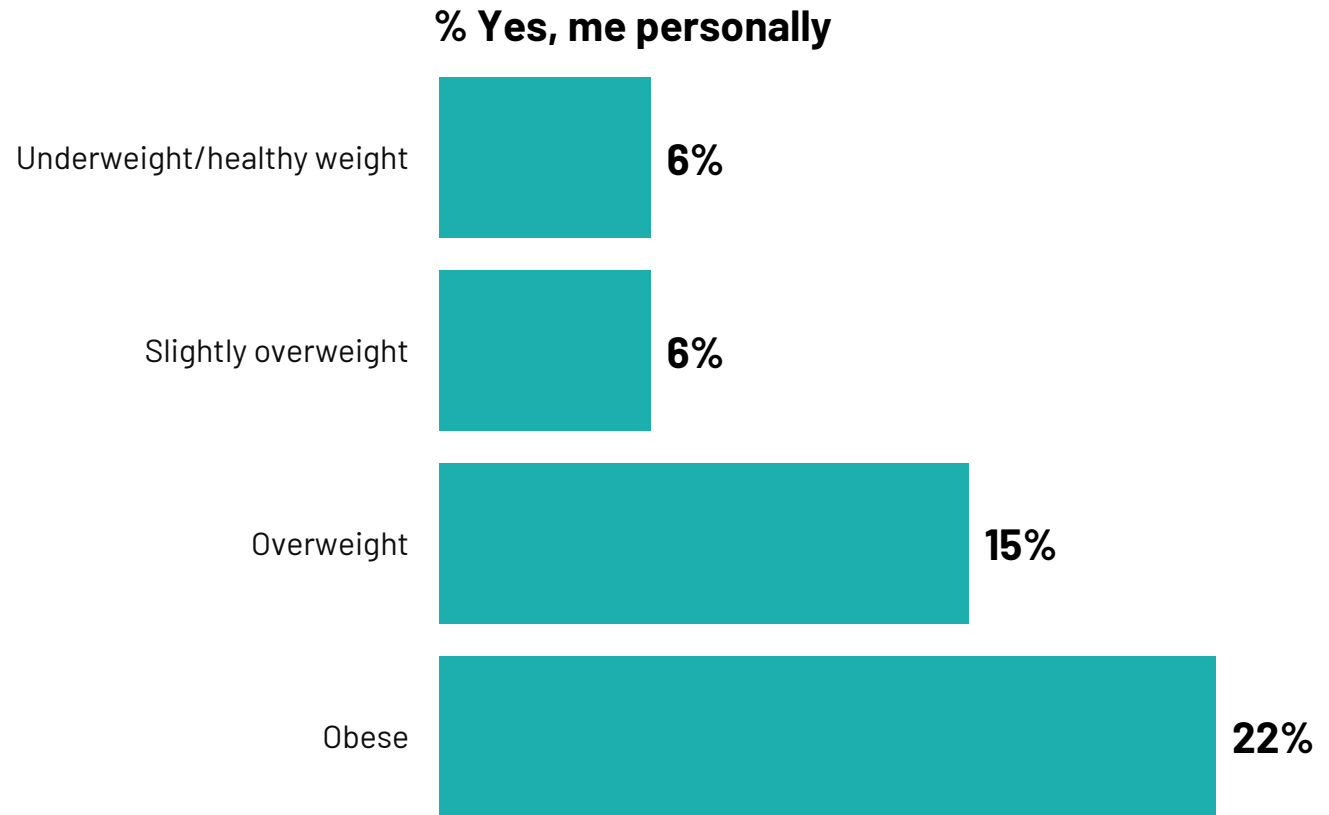
Have you personally, or friends and family, taken weight loss injections such as Wegovy, Ozempic, or Mounjaro?

Base: 2025: 2,161 Online British adults aged 18-75, 5-10 December 2025
2024: Base: 2,161 Online British adults aged 18-75, 13-17 December 2024



One in five people who self-report as being obese say they have personally taken weight loss injections

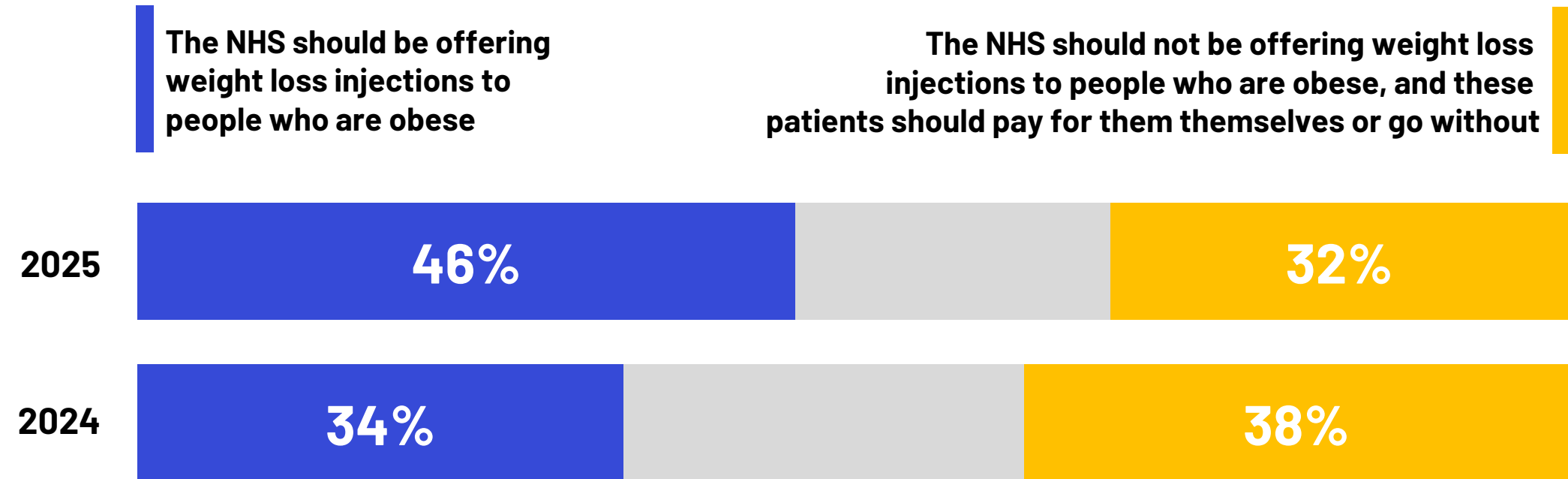
Have you personally, or friends and family, taken weight loss injections such as Wegovy, Ozempic, or Mounjaro?



Base: 2025: 2,161 Online British adults aged 18-75, 5-10 December 2025 (Underweight/healthy weight (950); Slightly overweight (535); Overweight (424); Obese (190))

The public are more in favour of the NHS offering weight loss injections to people who are obese than in 2024

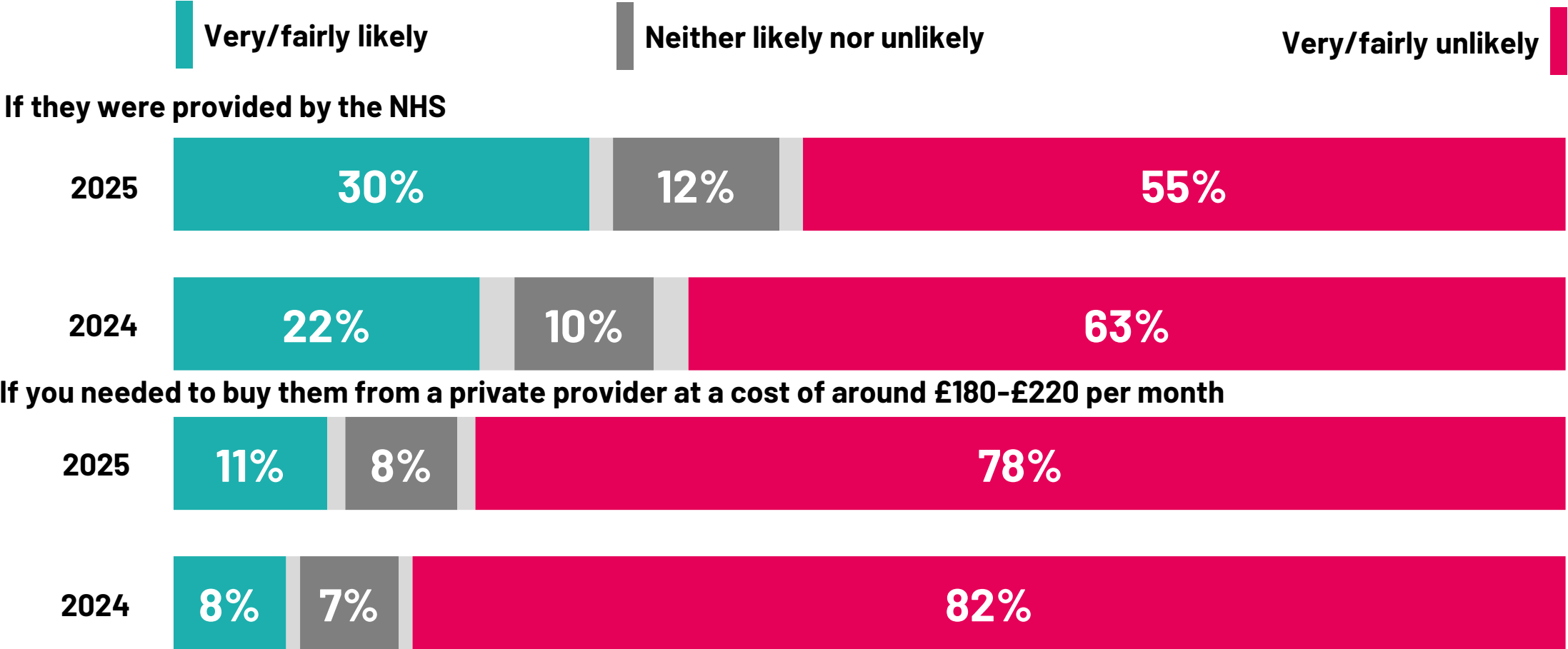
Spending on obesity related diseases is estimated to cost the NHS £6.5 billion per year. Since March 2023, the NHS has been able to provide some weight loss injections to people who are obese. Which of the following statements comes closest to your view?



Base: 2025: 2,161 Online British adults aged 18-75, 5-10 December 2025
2024: Base: 2,161 Online British adults aged 18-75, 13-17 December 2024

Britons are more likely than in 2024 to say they would use weight loss injections in future if provided by the NHS, though are still much less likely to if they have to pay

How likely or unlikely would you be to use weight loss injections in the future?

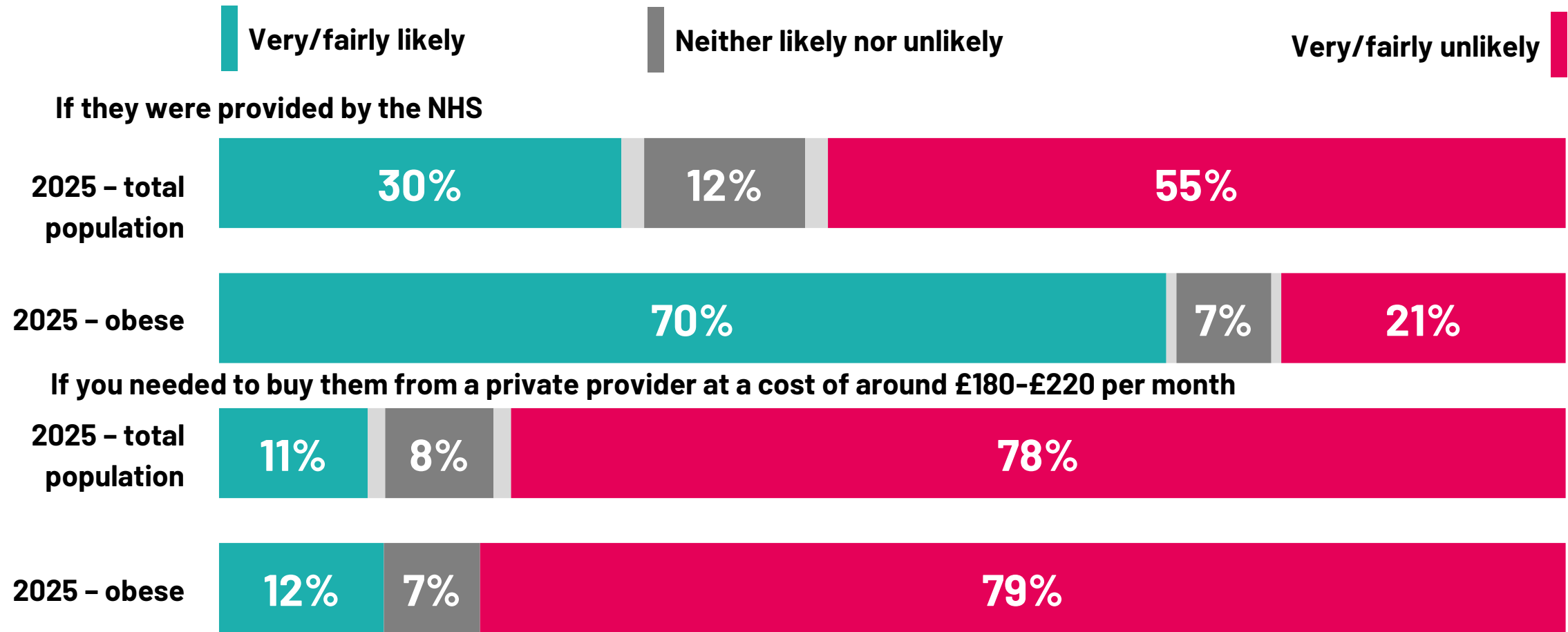


Base: 2025: 2,161 Online British adults aged 18-75, 5-10 December 2025
2024: Base: 2,161 Online British adults aged 18-75, 13-17 December 2024
© Ipsos | Weight loss injections | December 2025 | Public



Many people who report themselves as being obese say they would be likely to use weight loss injections in the future if they were provided by the NHS

How likely or unlikely would you be to use weight loss injections in the future?

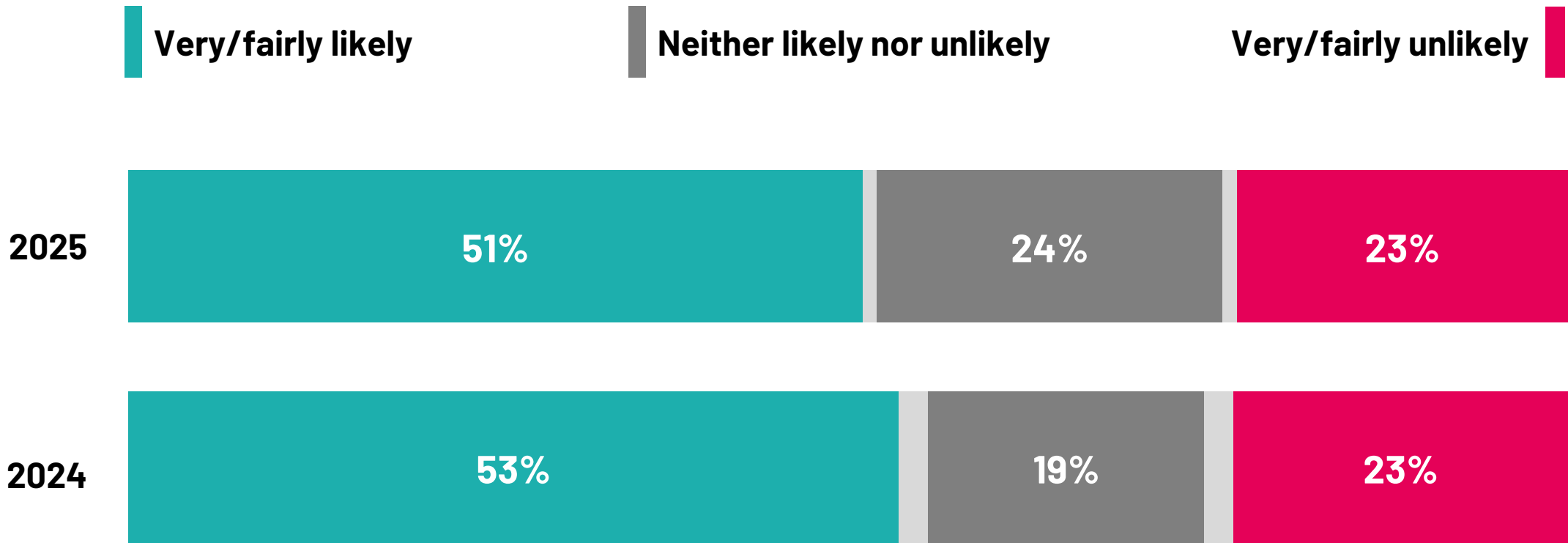


Base: 2025: 2,161 Online British adults aged 18-75, 5-10 December 2025
2024: Base: 2,161 Online British adults aged 18-75, 13-17 December 2024
© Ipsos | Weight loss injections | December 2025 | Public



There is no change in likelihood of telling other people if they were to use weight loss injections, among those who say they're likely to use them in the future

If you were to use weight loss injections, how likely or unlikely would you be to tell other people you were using them?

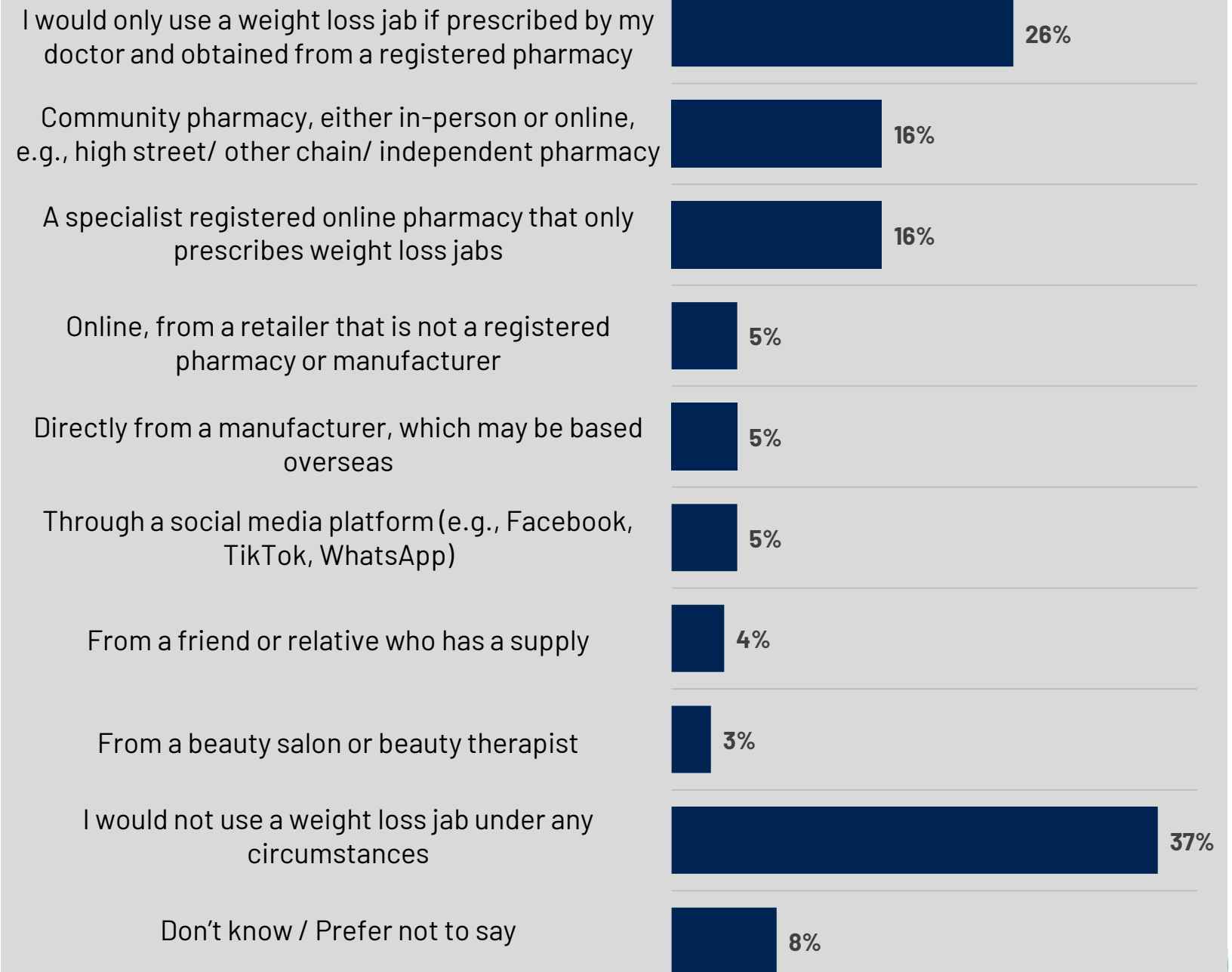


The top preference for obtaining weight loss jabs is their doctor's prescription, followed by a community or specialist registered online pharmacy

Thinking about the different ways people might obtain weight loss jabs without a prescription from their regular doctor, which of the following, if any, would you consider using?

Base: 2025: 2,161 Online British adults aged 18-75, 5-10 December 2025

© Ipsos | Weight loss injections | December 2025 | Public





December 2025

Ipsos – Weight loss injections

For more information

Anna Quigley

Research Director

Anna.Quigley@ipsos.com

Kate Duxbury

Research Director

Kate.Duxbury@ipsos.com