

Syndicated GLP-1 Market Sizing Study

Measuring the existing size of the GLP-1 market by therapeutic category, as well as potential future growth.



To date, there are positive signs that the GLP-1 class of drugs can be used to effectively manage and positively impact a variety of patient conditions, beyond their existing indications of type II diabetes and obesity; these encompass congestive heart failure, chronic kidney disease (CKD), liver disease, Alzheimer's disease and many more, including addiction.

Ipsos' new GLP-1 Market Sizing Study will gauge the prescribing volume and usage split of GLP-1 agents across all indications, allowing healthcare clients to understand the physician specialties prescribing this class, in which patient conditions and to what extent (current and future). Furthermore, the study will illuminate physicians' mindset when choosing these agents to treat both the primary diagnoses and coexisting conditions.

To answer these critical business questions, the following information will be collected:

- Treatment of specific diseases (diabetes, obesity, addiction, heart failure, kidney and liver disease, Alzheimer's, other (specified)), by specialty.
- Number of patients being prescribed GLP-1 agents by indication, for whom the doctor is the primary decision maker.
- Awareness of patient conditions for which GLP-1 agents provide a clinical benefit.
- If prescribing GLP-1 agents currently, how usage will change in the future, by indication.

About this study:

The following full-time, active practice physician specialties will respond to this short, online questionnaire:

- PCPs/Internists/Nurse Practitioners
- Endocrinologists/Diabetologists
- Cardiologists
- Nephrologists
- Gastroenterologists /Hepatologists
- Psychiatrists/Addiction Specialists
- Urologists
- Gynecologists
- Neurologists
- Pediatricians
- Rheumatologists
- Ophthalmologists
- Selection of other specialists to determine utilisation in emerging conditions

The brevity of the questionnaire is key to maximise responsiveness and to achieve the highest sample size possible.





Related syndicated studies

Ipsos Global Obesity & Cardiometabolic Disease Therapy Monitor

The latest addition to Ipsos' long-running Global Therapy Monitor portfolio, this real-world evidence study will provide patient treatment data layered with perceptions of treating HCPs from all relevant specialties. Insights will include current clinical practices, patient caseloads, patient flow, treatment dynamics, role of concomitant conditions in treatment choice, awareness and perceptions of marketed and pipeline drugs, and much more. This study is available for the US, Germany, Japan and China markets. Other countries will be added in 2024.

Ipsos Global Consumer Obesity Study

Capturing the other side of the story, the consumer study will monitor the perceptions, attitudes and behaviour of the general population and those eligible for AOMs. It will monitor respondents' understanding of obesity, reasons for and against engaging with HCPs, and willingness to take AOMs, as well as who is being offered AOMs versus who is not. It will also monitor whether these treatments are reducing consumption in food & beverage categories such as soft drinks and fast food. The resulting insights will have applications for a wide range of stakeholders, including pharma companies, eHealth platforms, food & beverage and retail industries, public institutions and others. This study is available for the US and Germany with other markets added in early 2024.

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