

Ipsos Global Consumer Obesity Study

Detailing consumers' weight-management pathways, awareness and use of anti-obesity medications, and attitudes towards obesity and health in general

Novel anti-obesity treatments (AOMs) – led by the new generation of GLP-1-based drugs – are poised to transform the management of obesity and multiple related conditions. This development gives consumers unprecedented power over the management of their health, although issues such as access, cost, and side-effects remain unsolved.

Ipsos' new syndicated study, which will run multiple times per year, will capture the perspectives of anti-obesity medication users and the treatment-eligible and general populations. Specifically, it will uncover opportunities to improve HCP contact rates, track treatment rates, and capture users' experience of anti-obesity medications – and ultimately highlight how pharma, medical devices and telehealth companies can improve the weight management journey.



THE KEY INSIGHTS

Gather perceptions of obesity, health and weight management

Understand steps taken (if any) in the weight-loss journey (contacted HCPs, lifestyle interventions, prescription and non-prescription medications, surgical interventions, etc.)

Uncover attitudes towards contacting/not contacting an HCP for weight management

Track awareness, current use and intention to use prescription medications for weight-loss

Capture brand awareness, experience and level of satisfaction with AOMs

Determine drivers and barriers to using AOMs, including willingness to pay, experienced side effects and reasons for stopping treatment

Gain insight into awareness, use and consideration of weight-loss telehealth platforms

Reveal sources of information used for weight management options

Profile consumers by factors such as AOMs use, comorbidities, insurance status, socioeconomic status, ethnicity, food and beverage consumption, attitudes to health

Methodology

Online perceptual questionnaire

Sample

- People living with obesity (or who are overweight with at least one weight-related comorbidity)
- Users of weight-loss prescription medications
- Consumers from the general population

Coverage

The study is launched in the US and Germany with data available in January 2024.

Additional markets are launching in 2024, including Brazil, Mexico, KSA, Canada, Australia and South Korea. Others available on request.

Please contact

Roberto.Cortese@ipsos.com

Ramya.Logendra@ipsos.com