

IPSOS HEALTH SERVICE REPORT 2025

A 30-Country Ipsos
Global Advisor Survey

October 2025

Summary

Low awareness of GLP-1s globally, but high in the most advanced economies

Across 30 countries only 36% has heard about GLP-1 drugs such as Ozempic and Wegovy. However, this rises to 74% in the US. Despite much discussion about the effectiveness of the drugs, only around one in eight think there will be fewer obese people in their country in 10 years' time.

Of those that heard of the drugs, people are most likely to have been made aware of them from social media. 45% heard about GLP-1s from social media, while only 19% knew about them from a medical professional.

We explore how the new narrative around GLP-1s is not being set by pharma companies or traditional healthcare companies, but influencers and telehealth.

Mental health is seen as the top health problem

45% on average across 30 countries see mental health as a problem in their nation. It ranks ahead of cancer (41%) and obesity (25%) as the biggest health problems. Perception of mental health as an issue rose rapidly during the pandemic and the proportion that see it as a problem has increased by 18 points since 2018.

As worry about mental health has risen, worry about stress has risen too. 31% see it as a problem. At the same time 59% say in the past year there have been points when they were so stressed they could not cope.

Additionally, 76% say mental and physical health are equally important, but 38% think their healthcare system treat them as such.

People much more likely to think the level of care they get is good than bad

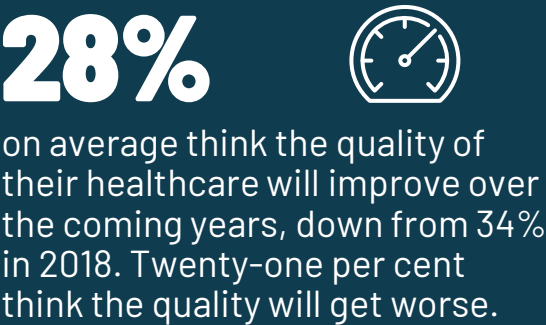
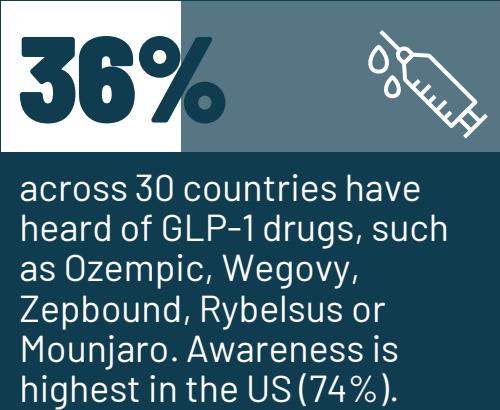
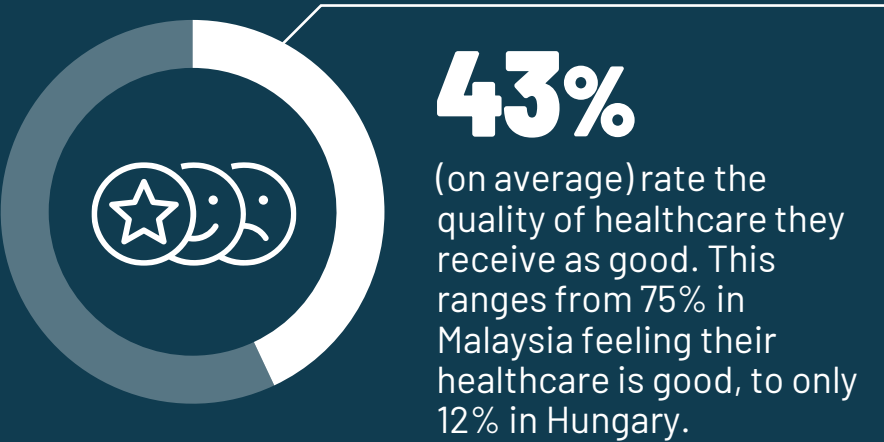
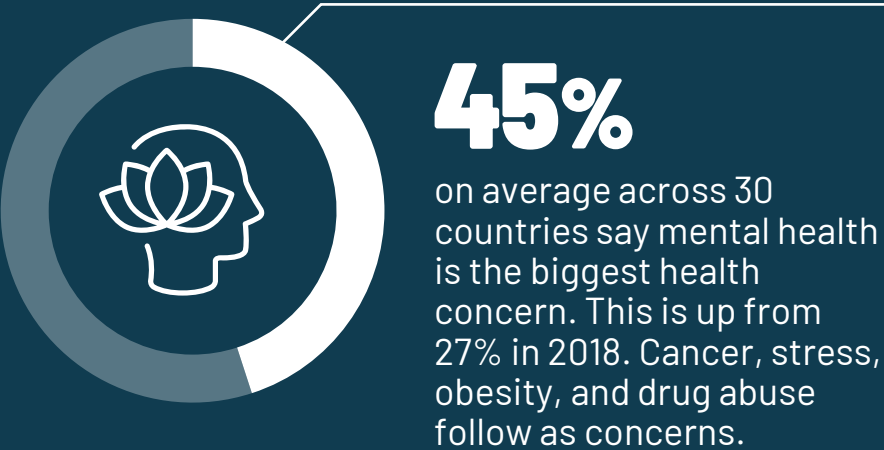
Four in ten (43%) rate the quality of the healthcare they have access to in their country as good. Only 22% rate the care they receive as poor.

Malaysia and the Netherlands are the most likely to feel their healthcare system is good. Britain and Canada have experienced marked falls in their ratings in recent years.

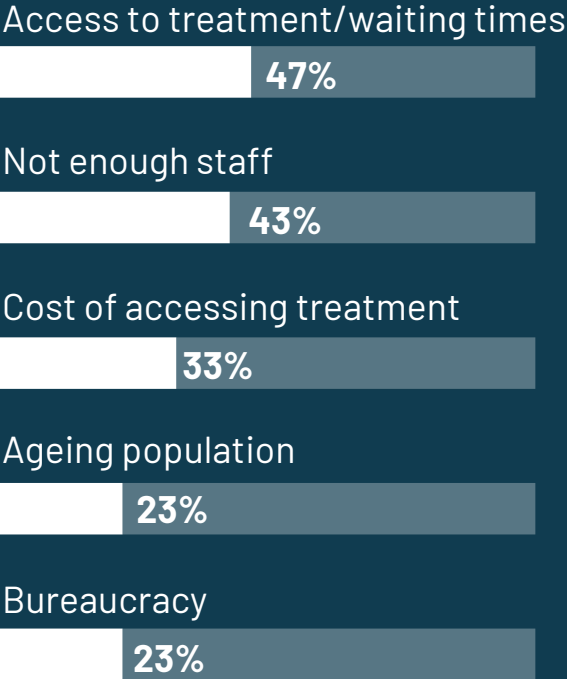
While many European countries are more likely to rate their healthcare as good rather than poor, many think it will get worse in the future.

One in two (51%) in France, 39% in Germany and the Netherlands expect quality to go down in the coming years.

At a glance



Perceived biggest healthcare problems:



At a glance: Brazil



52%

of Colombians say mental health is the biggest health concern. Up from 18% in 2018.



34%

think the quality of their healthcare is either good or very good. Up from 18% in 2018.

57%



in Brazil believe the quality of healthcare will improve. Down from 61% in 2018.

80%



say many people in my country cannot afford good healthcare. Up from 74% in 2018.

Perceived biggest healthcare problems:

Access to treatment/long waiting times

43%

Lack of investment

39%

Lack of investment in preventative health

34%

Bureaucracy

29%

Cost of accessing treatment

24%

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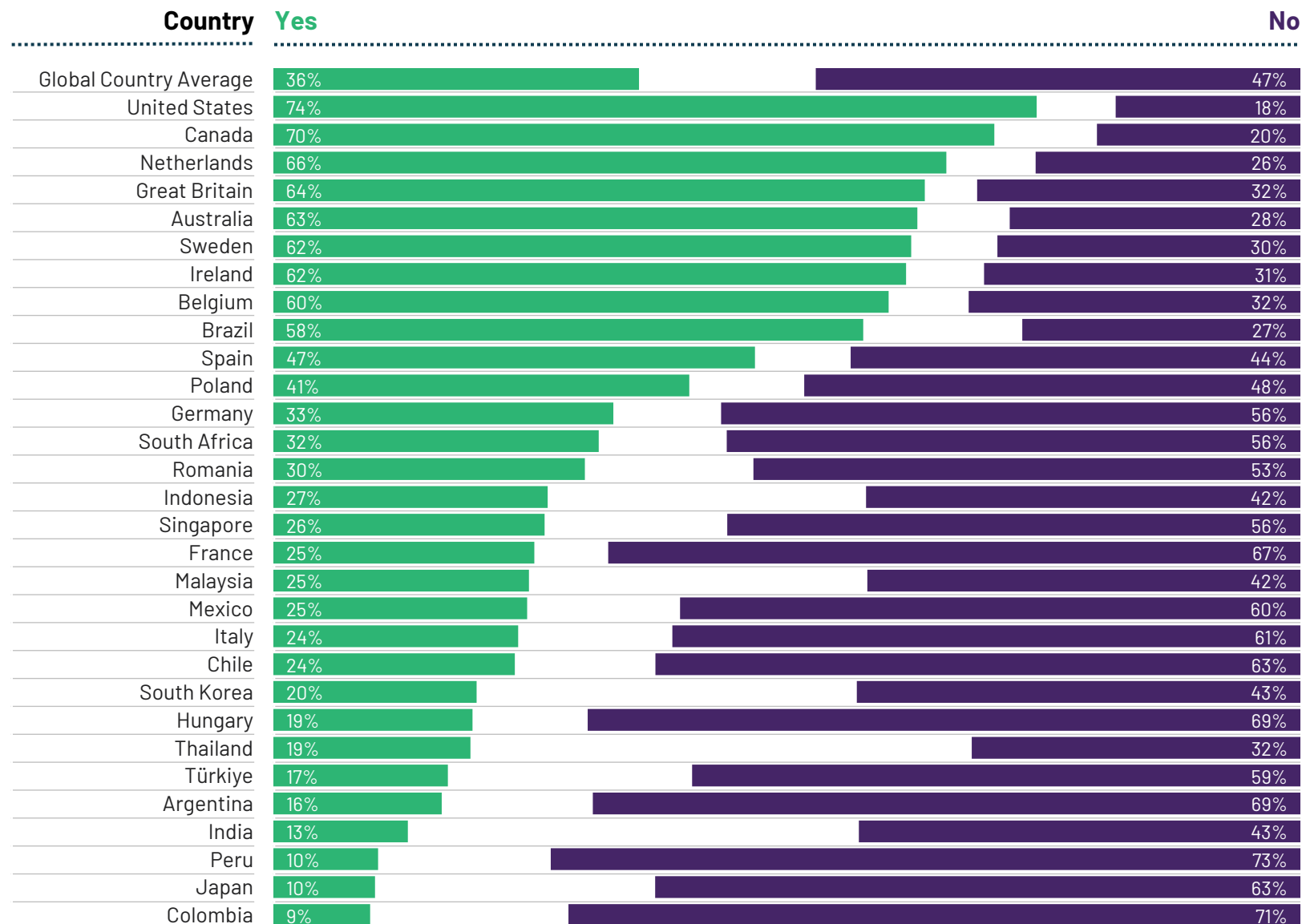
Methodology

Obesity and GLP-1s



Have you heard about GLP-1 drugs such as Ozempic, Wegovy, Zepbound, Rybelsus or Mounjaro?

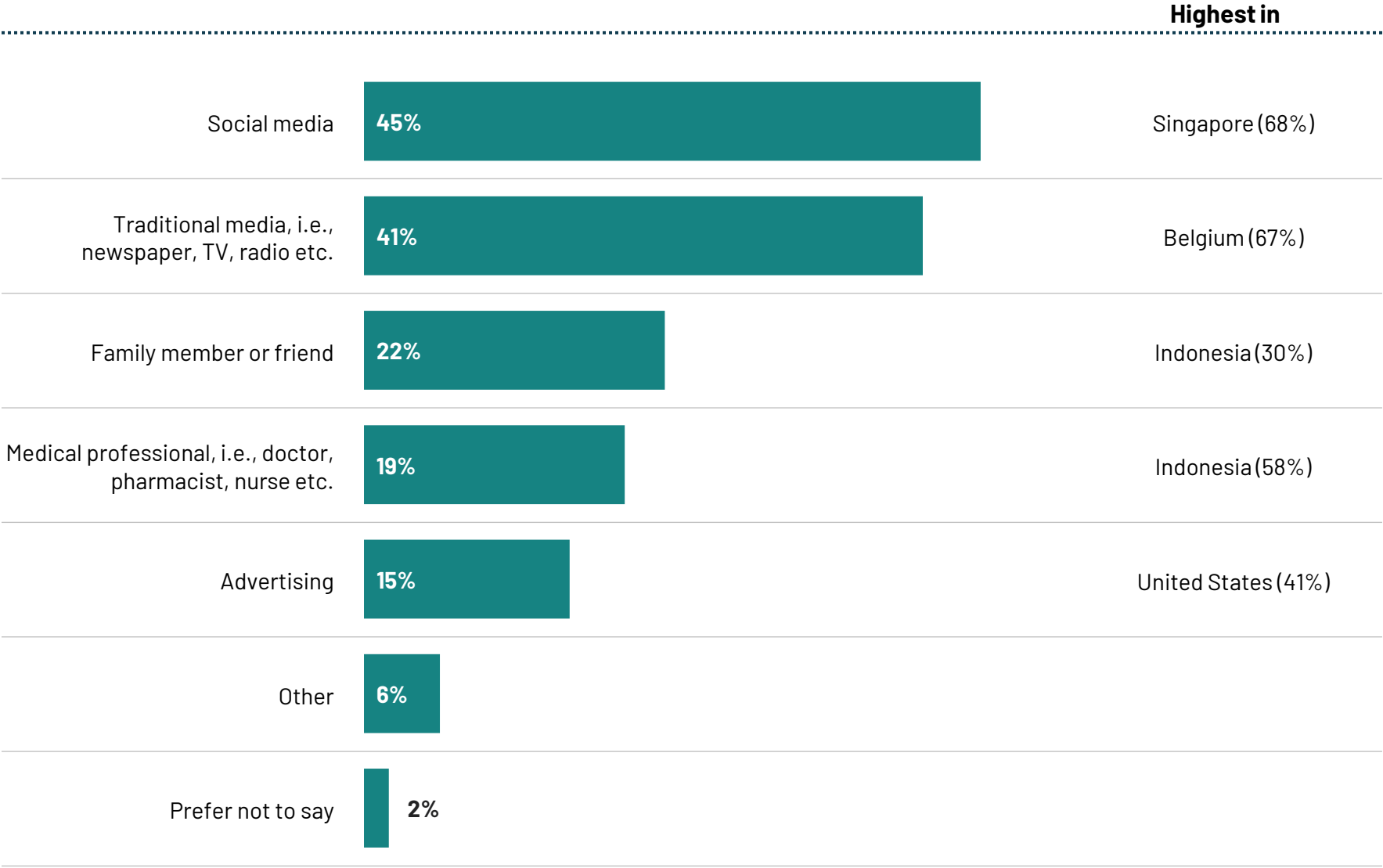
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



How did you hear about GLP-1 drugs?

30-Country Average

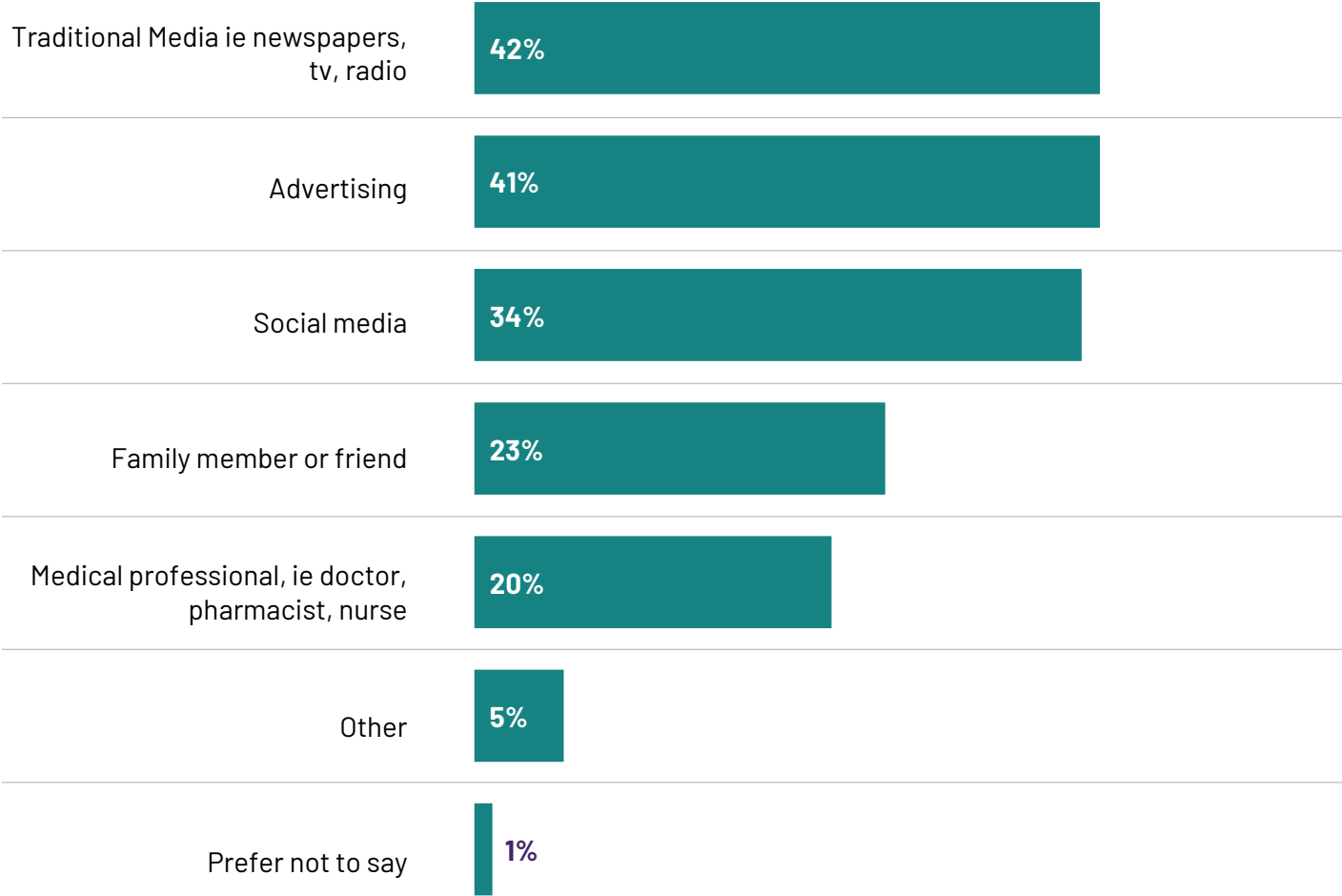
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



How did you hear about GLP-1 drugs?

US Average

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Up until the age of 50 people are most likely to have heard about GLP-1s from social media, while people over 50 are more to be aware of them from traditional media.

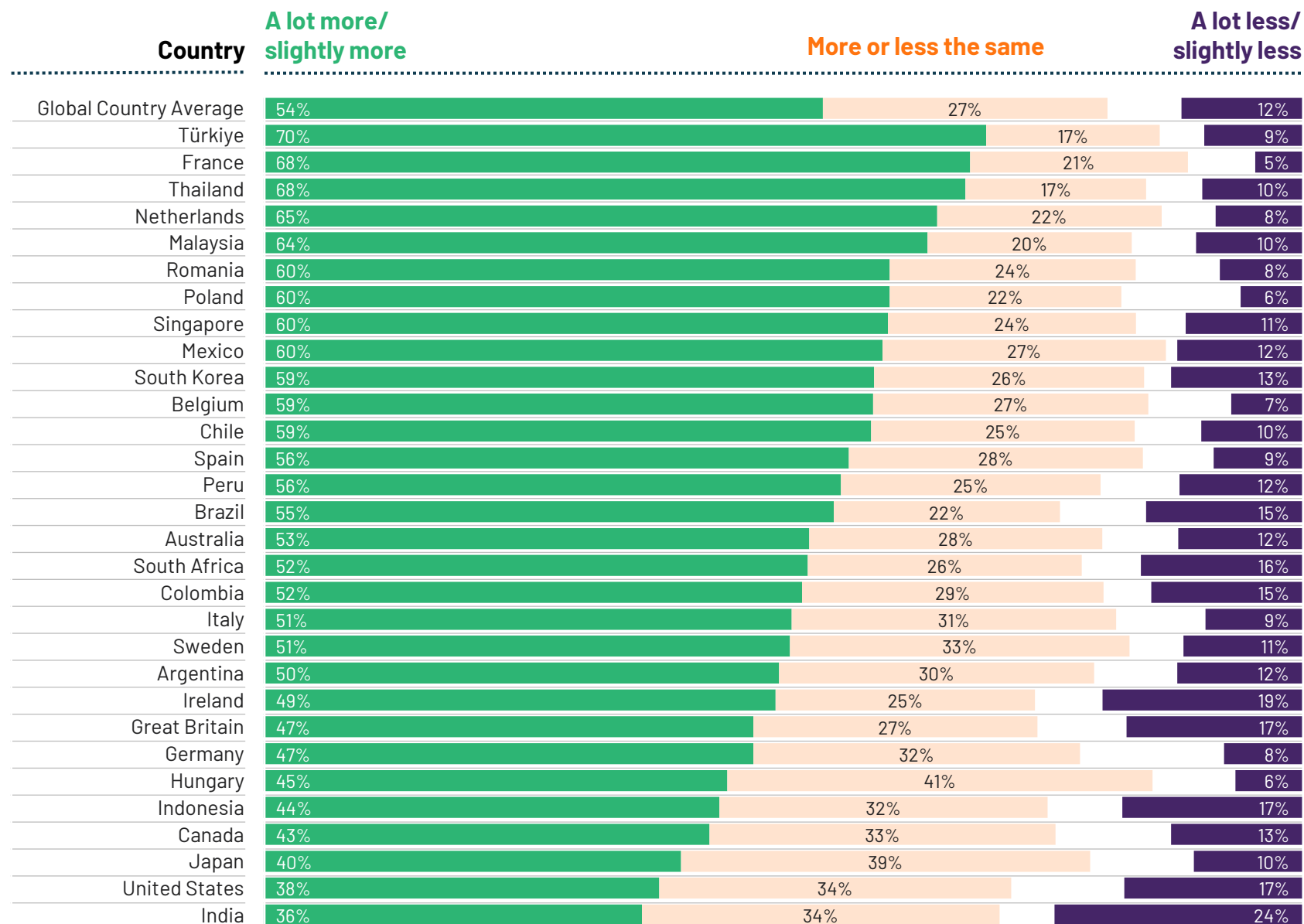
How did you hear about GLP-1 drugs?
30-Country Average

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



In your opinion do you think there will be more or less obese people in your country in 10 years time?

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Top health issues

Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

30-Country Average

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

		Highest in	2024
Mental Health	45%	Chile (68%)	45%
Cancer	41%	France (60%)	38%
Stress	31%	Peru (44%)	31%
Obesity	25%	Mexico (58%)	26%
Drug abuse	23%	South Africa (54%)	21%
Diabetes	19%	Mexico (58%)	19%
Alcohol abuse	16%	South Africa (47%)	16%
Heart Disease	16%	India (40%)	16%
Smoking	13%	Indonesia (32%)	12%
Dementia	8%	Japan (26%)	9%
Coronavirus/COVID-19	6%	Indonesia (17%)	11%
Sexually transmitted diseases (STD)	4%	South Africa (21%)	3%
Hospital superbugs	4%	Hungary (22%)	3%
Other	2%		2%

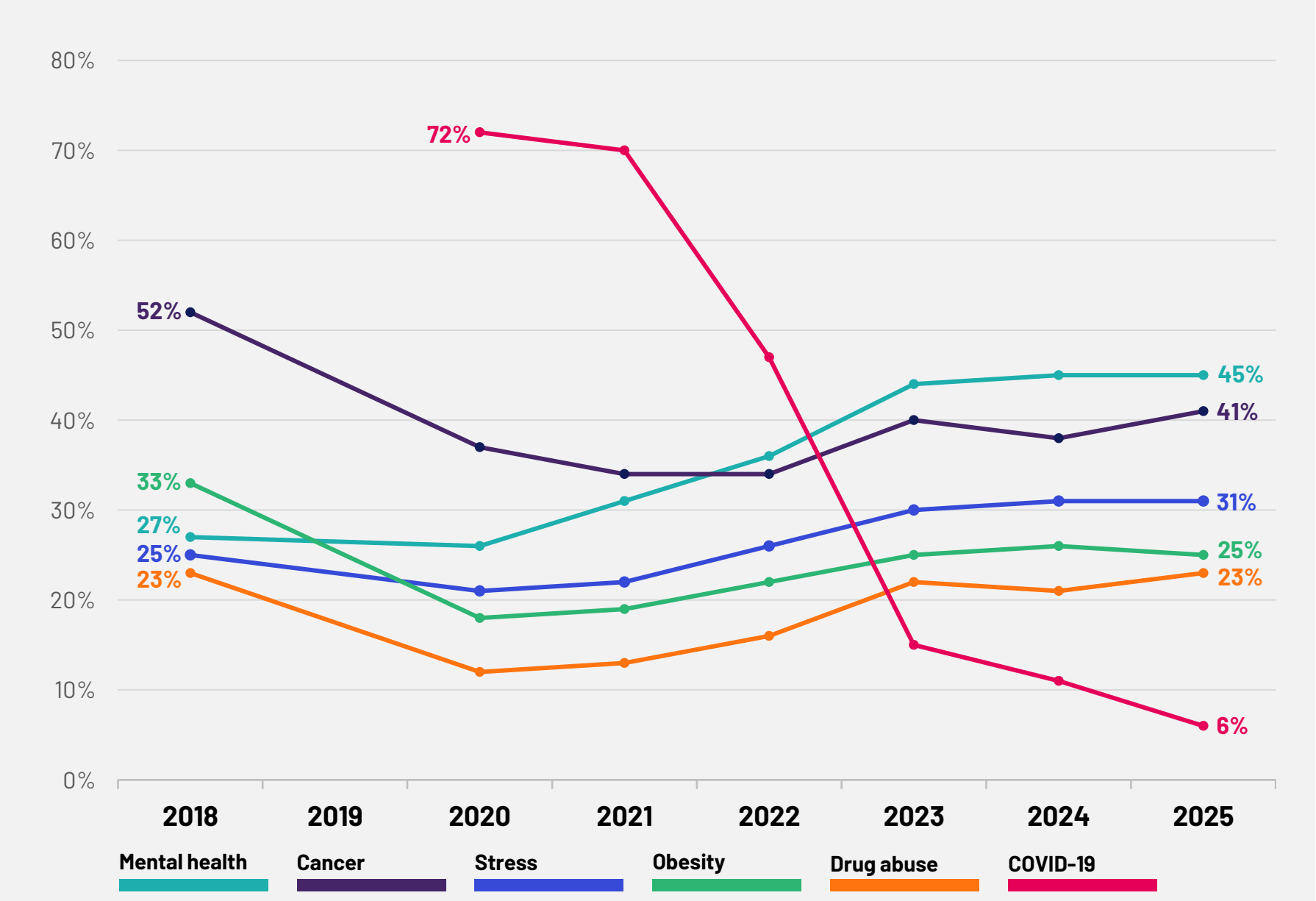


Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

30-Country Average, 2018 – 2025

Top five challenges (+ COVID)

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Number one healthcare priorities for each country

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

1. Mental health

Chile (68%)	Brazil (52%)
Sweden (63%)	Argentina (51%)
Spain (62%)	Great Britain (50%)
Australia (62%)	USA (50%)
Canada (59%)	Germany (48%)
Ireland (58%)	Indonesia (48%)
Netherlands (54%)	S. Korea (46%)
Colombia (53%)	Peru (44%)
Singapore (53%)	Malaysia (40%)

3. Stress

Peru (44%)
Thailand (40%)
Japan (39%)

2. Cancer

France (60%)
Belgium (60%)
Italy (60%)
Romania (53%)
India (52%)
Poland (49%)
Türkiye (44%)
Hungary (41%)
Japan (39%)

4. Obesity

Mexico (58%)

5. Drug abuse

South Africa (54%)

Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Cancer

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

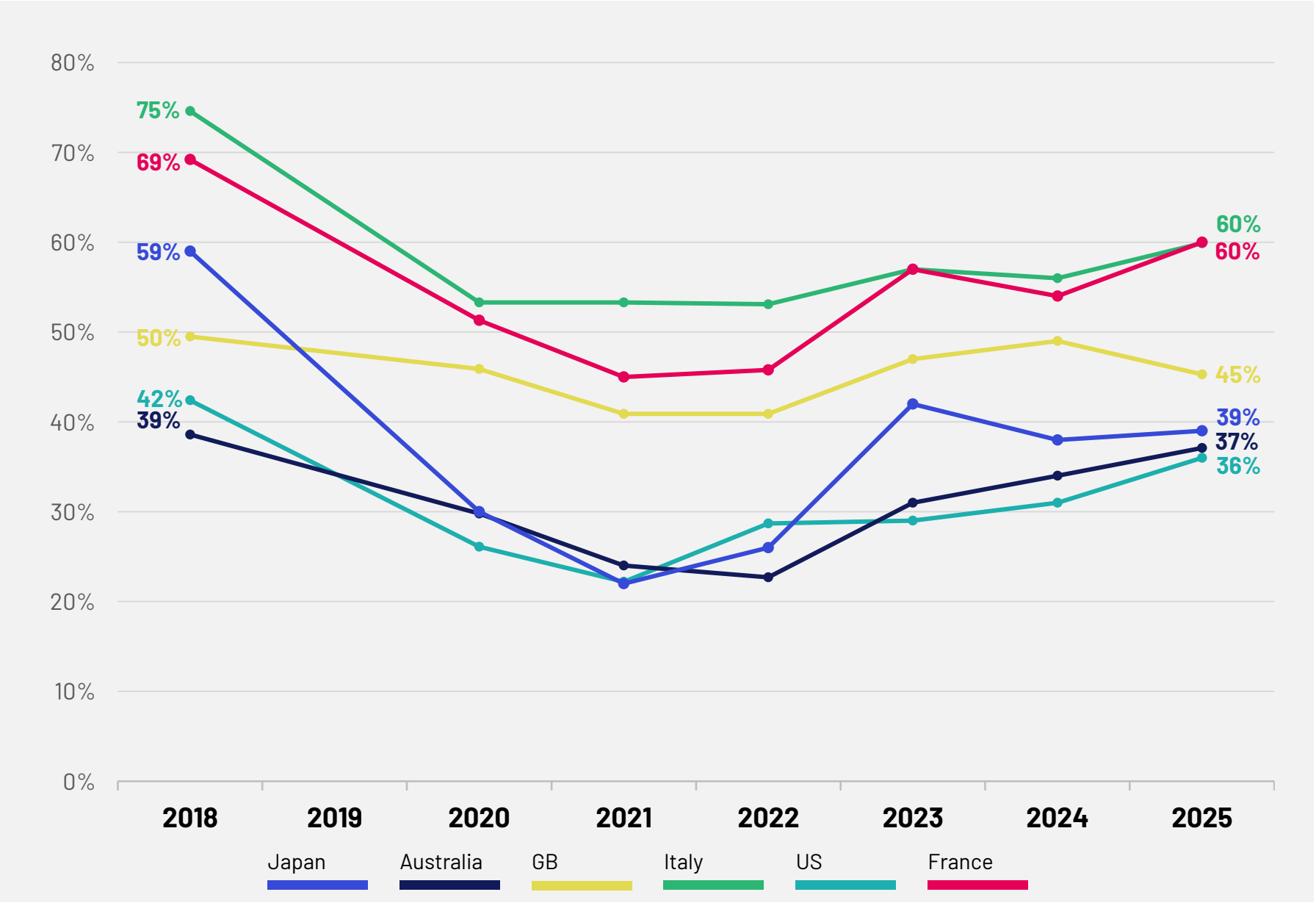
Country		2018	2024
Global Country Average	41%	52%	38%
France	60%	69%	54%
Italy	60%	75%	56%
Belgium	60%	60%	53%
Romania	53%	N/A	N/A
Netherlands	53%	N/A	52%
India	52%	38%	47%
Spain	51%	68%	51%
Poland	49%	68%	42%
Ireland	46%	N/A	46%
Great Britain	45%	50%	49%
Türkiye	44%	61%	48%
Canada	42%	58%	40%
Hungary	41%	56%	38%
Chile	41%	38%	39%
Colombia	40%	50%	34%
Peru	39%	53%	40%
Japan	39%	59%	38%
Sweden	38%	36%	35%
Singapore	38%	N/A	41%
Brazil	37%	57%	34%
Germany	37%	45%	32%
Australia	37%	39%	34%
United States	36%	42%	31%
Thailand	32%	N/A	26%
Mexico	31%	38%	28%
Malaysia	27%	35%	26%
South Africa	27%	44%	25%
South Korea	26%	37%	26%
Argentina	26%	37%	25%
Indonesia	19%	N/A	20%



% mentioning Cancer

Selected countries

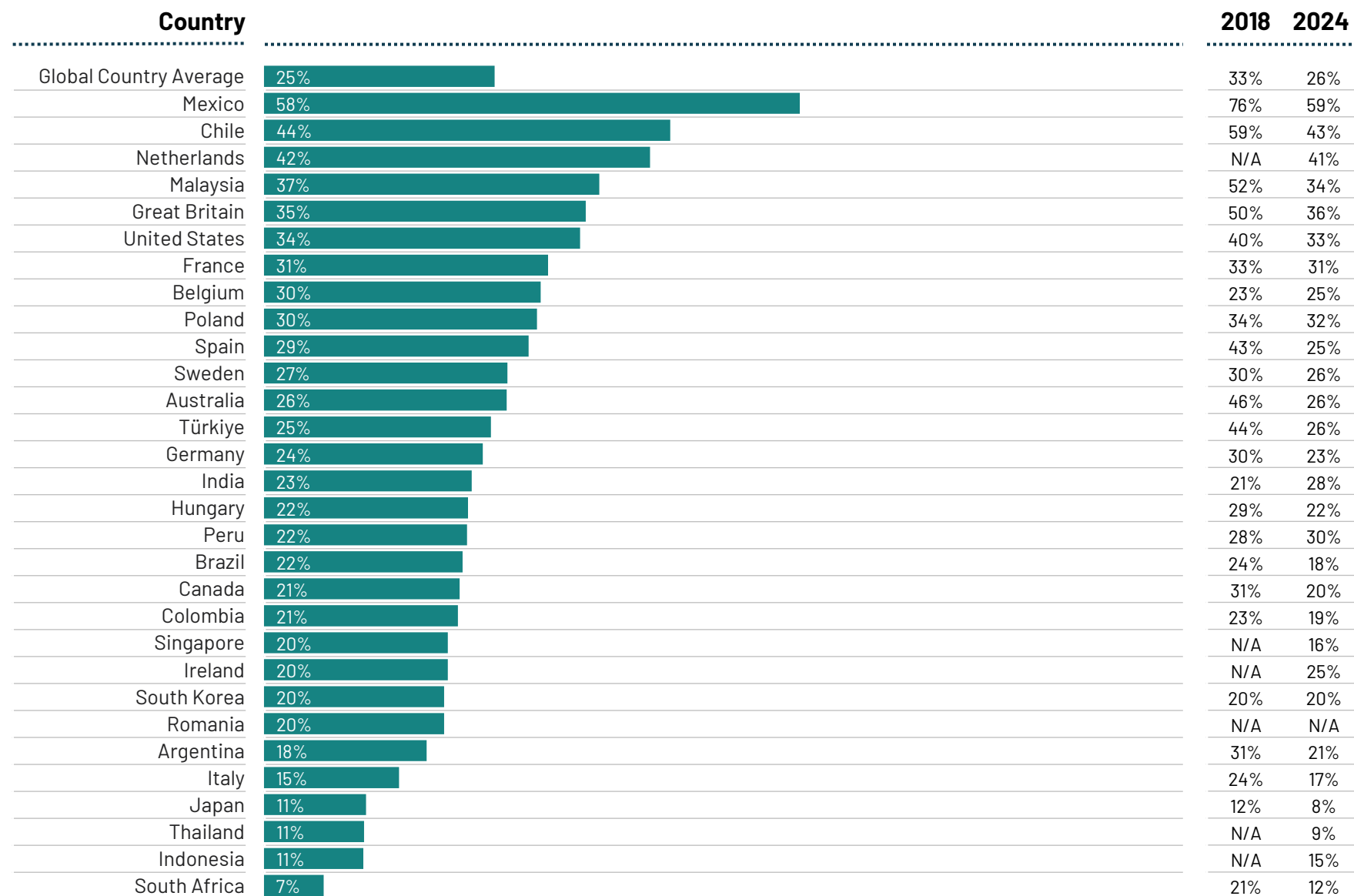
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Obesity

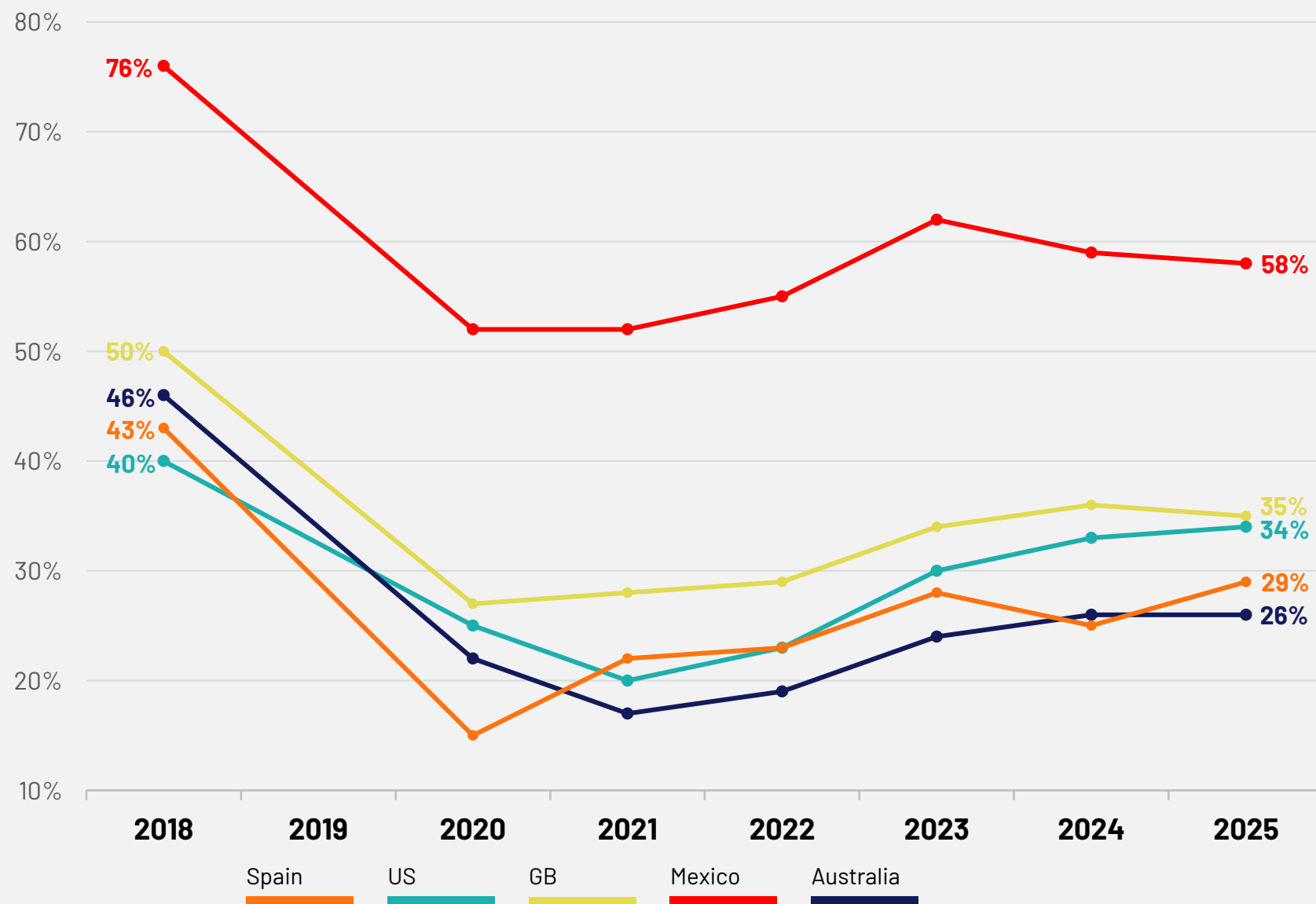
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



% mentioning Obesity

Selected countries

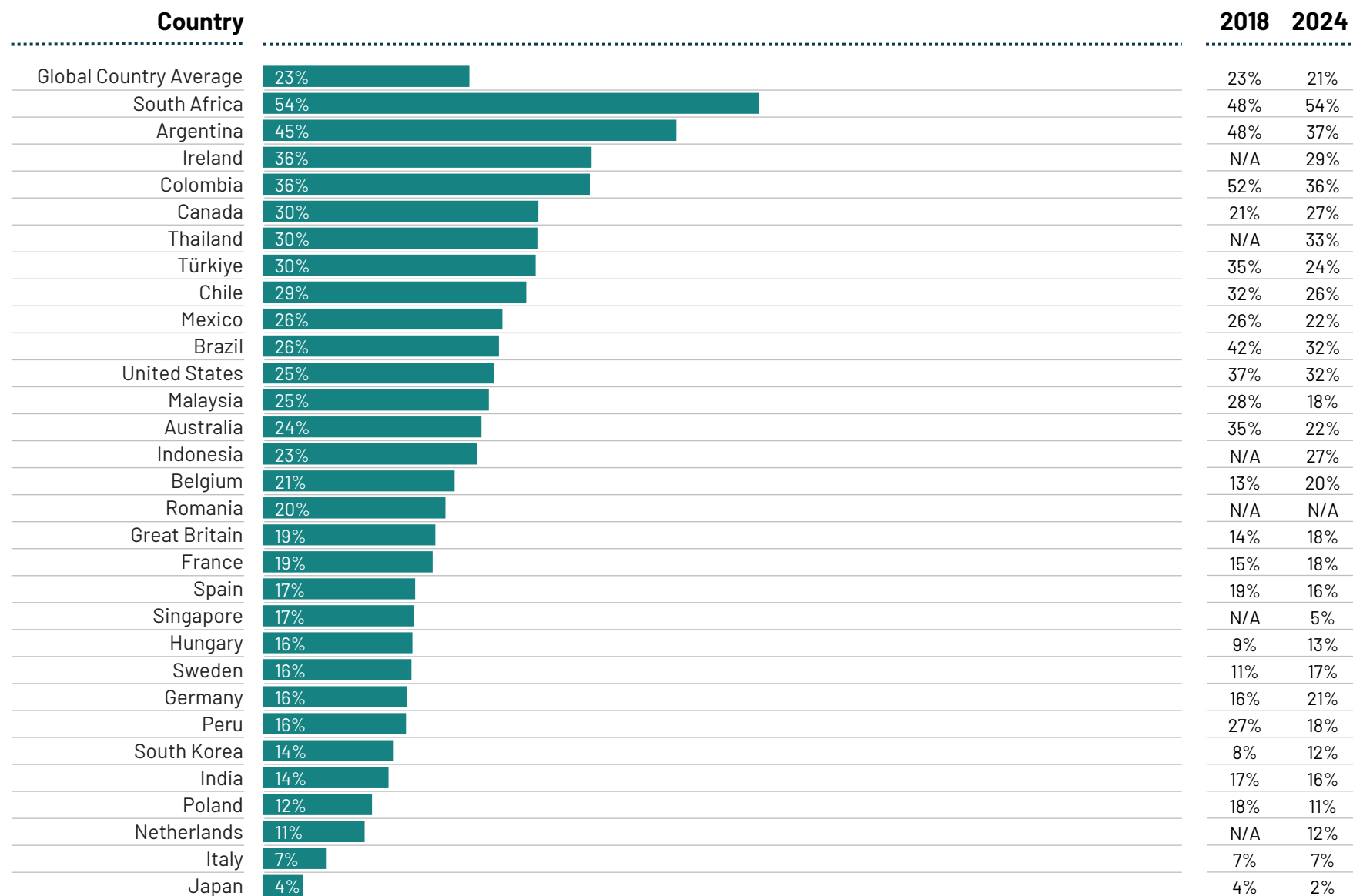
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Drug abuse

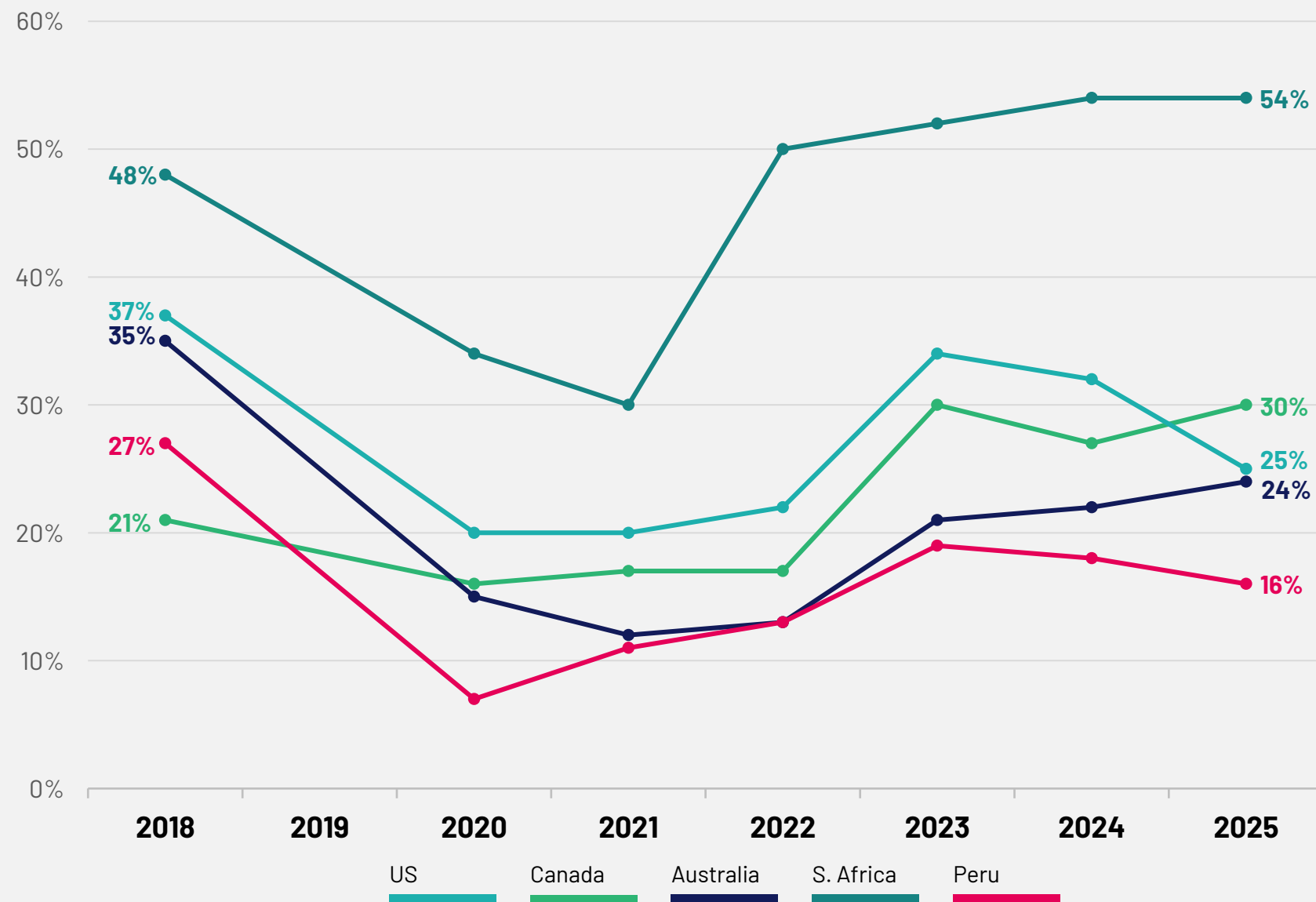
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



% mentioning Drug abuse

Selected countries

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



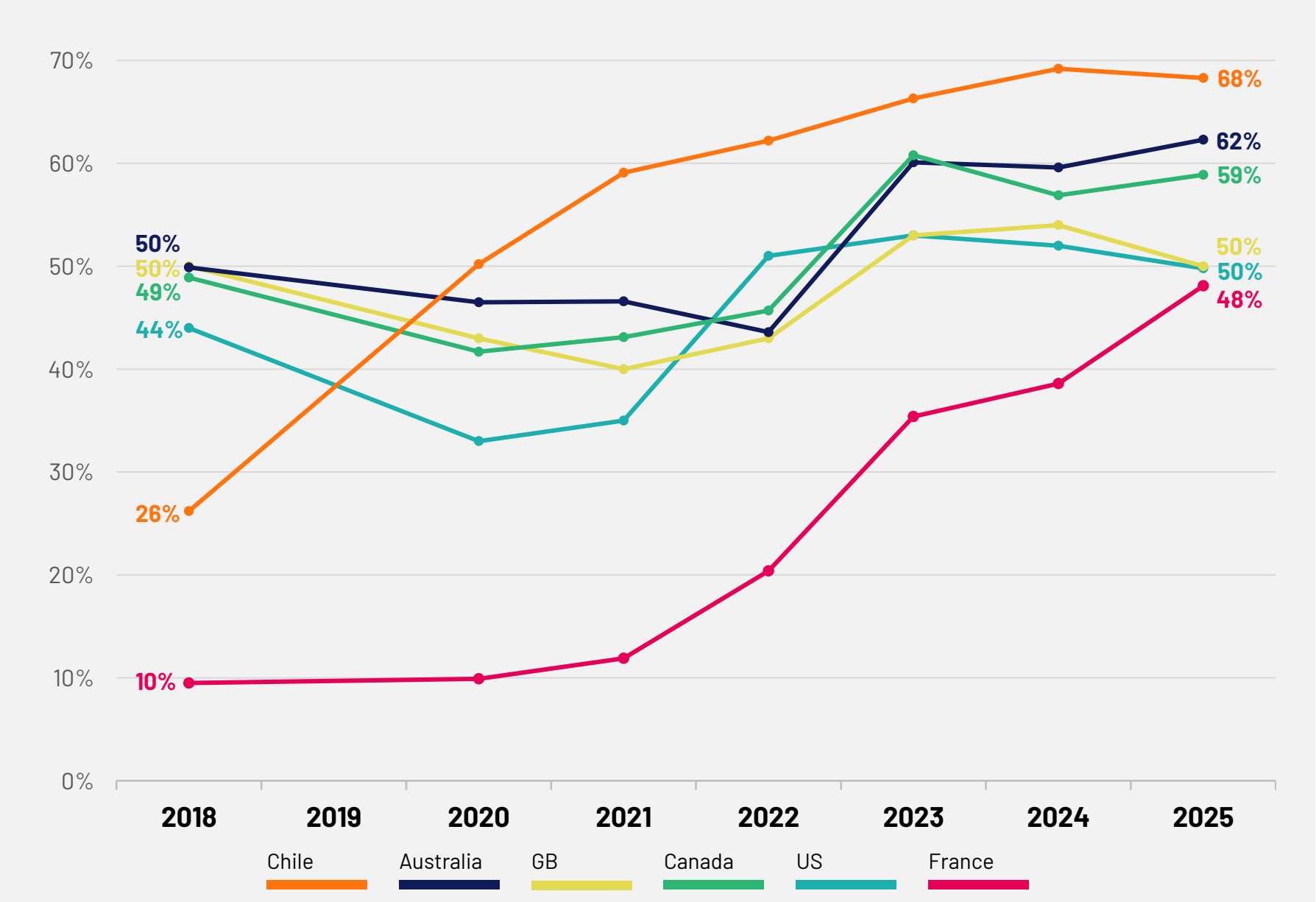
Mental Health



% mentioning Mental Health

Selected countries

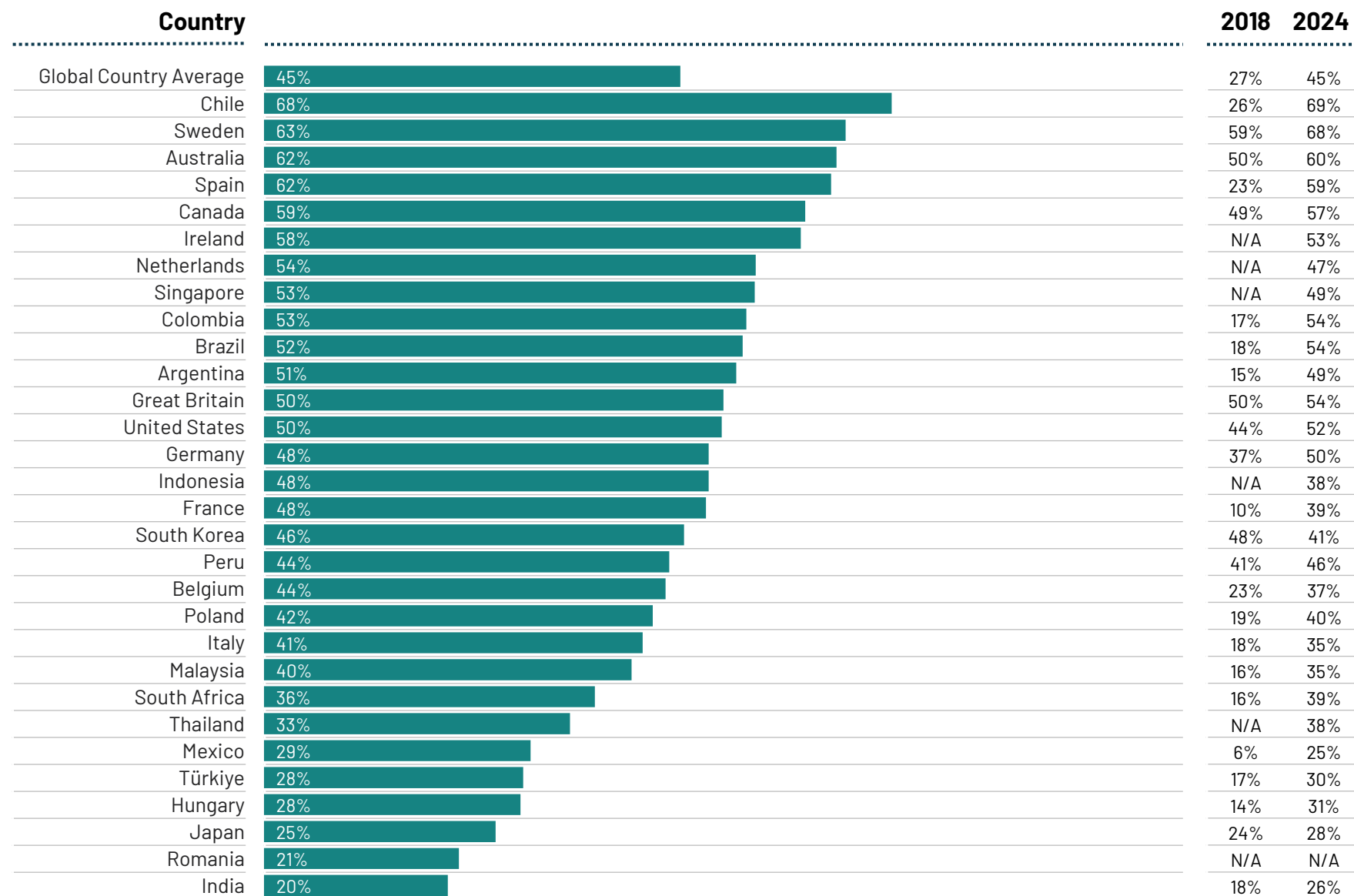
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Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Mental Health

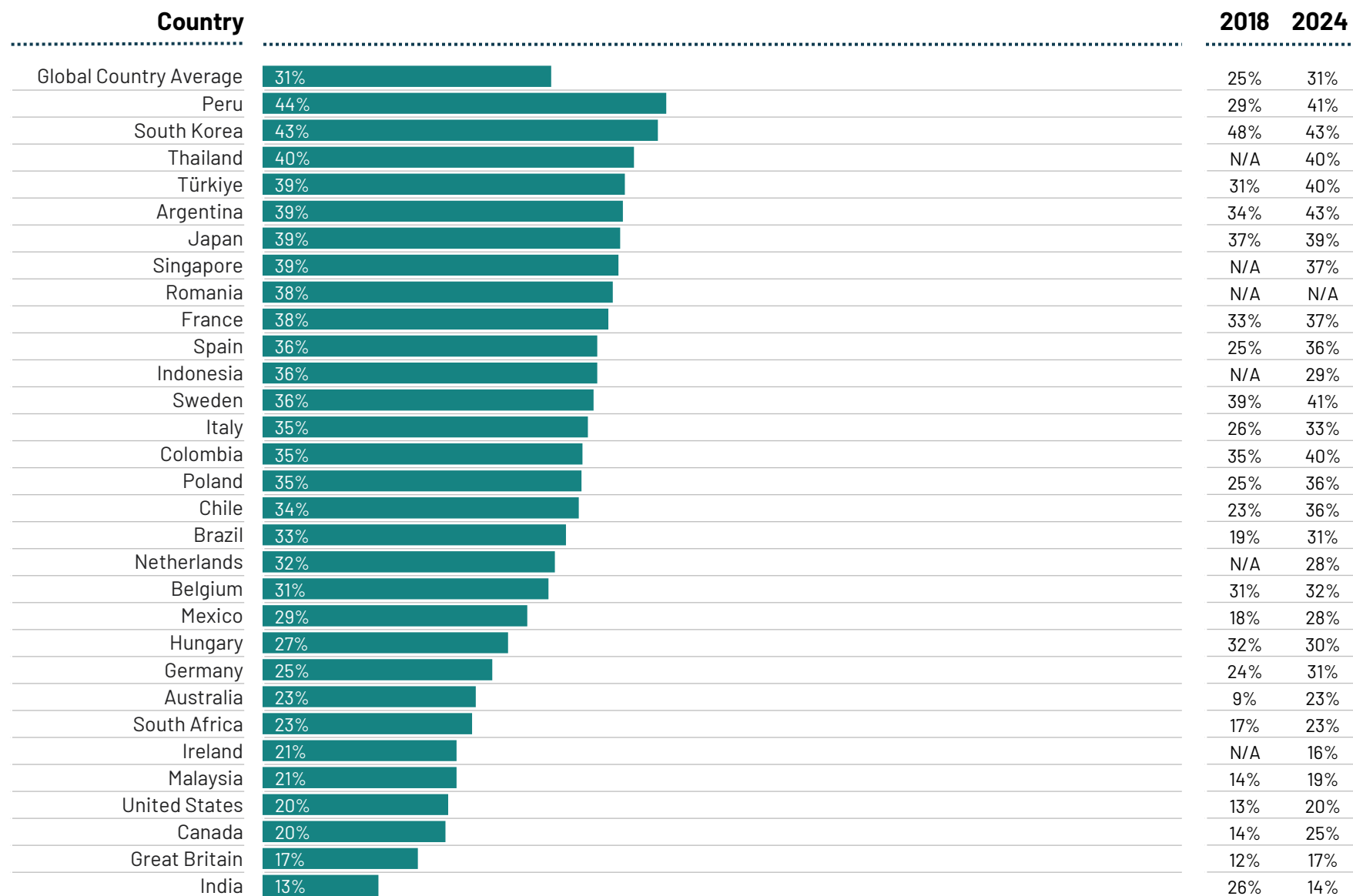
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Stress

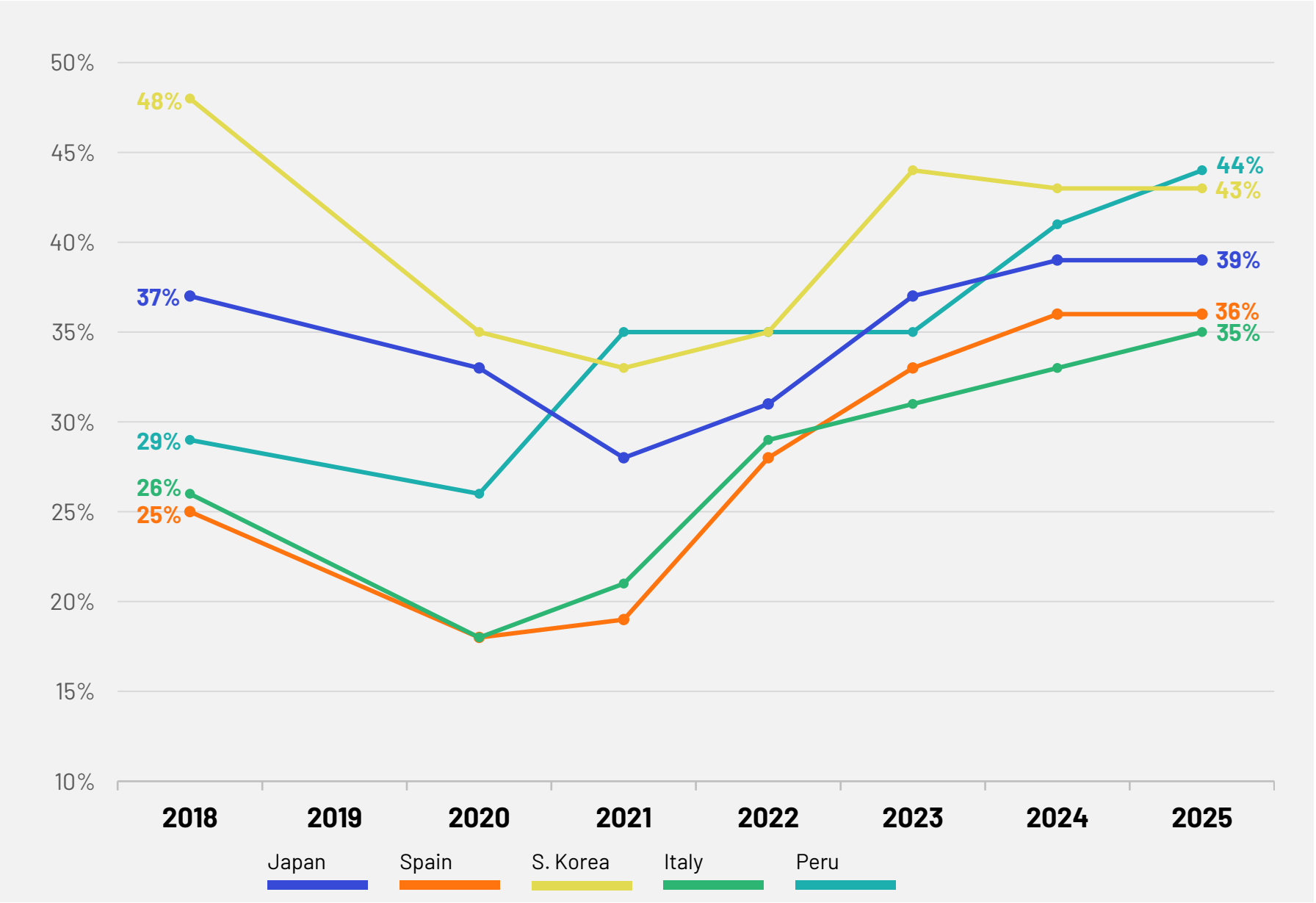
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



% mentioning Stress

Selected countries

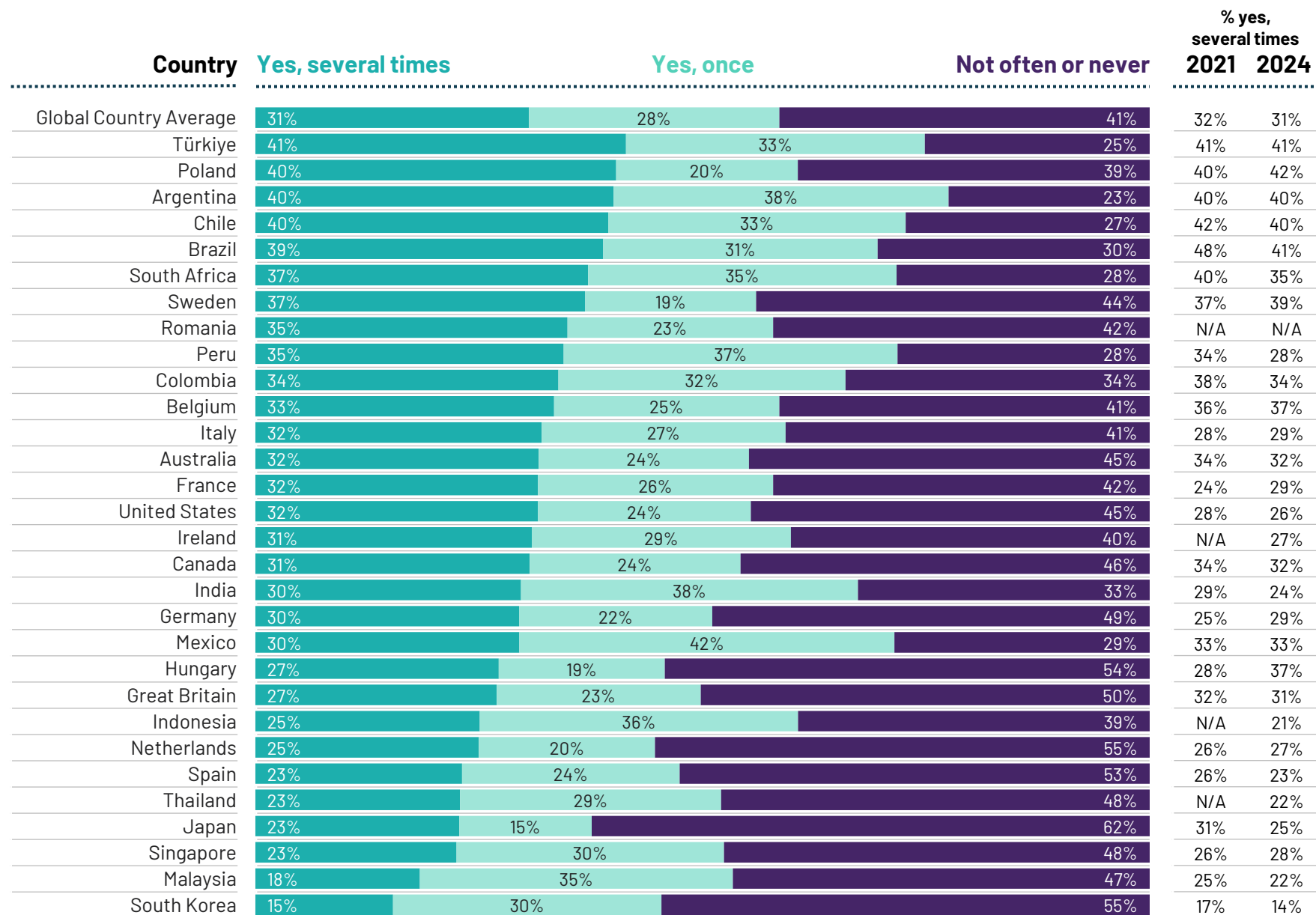
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



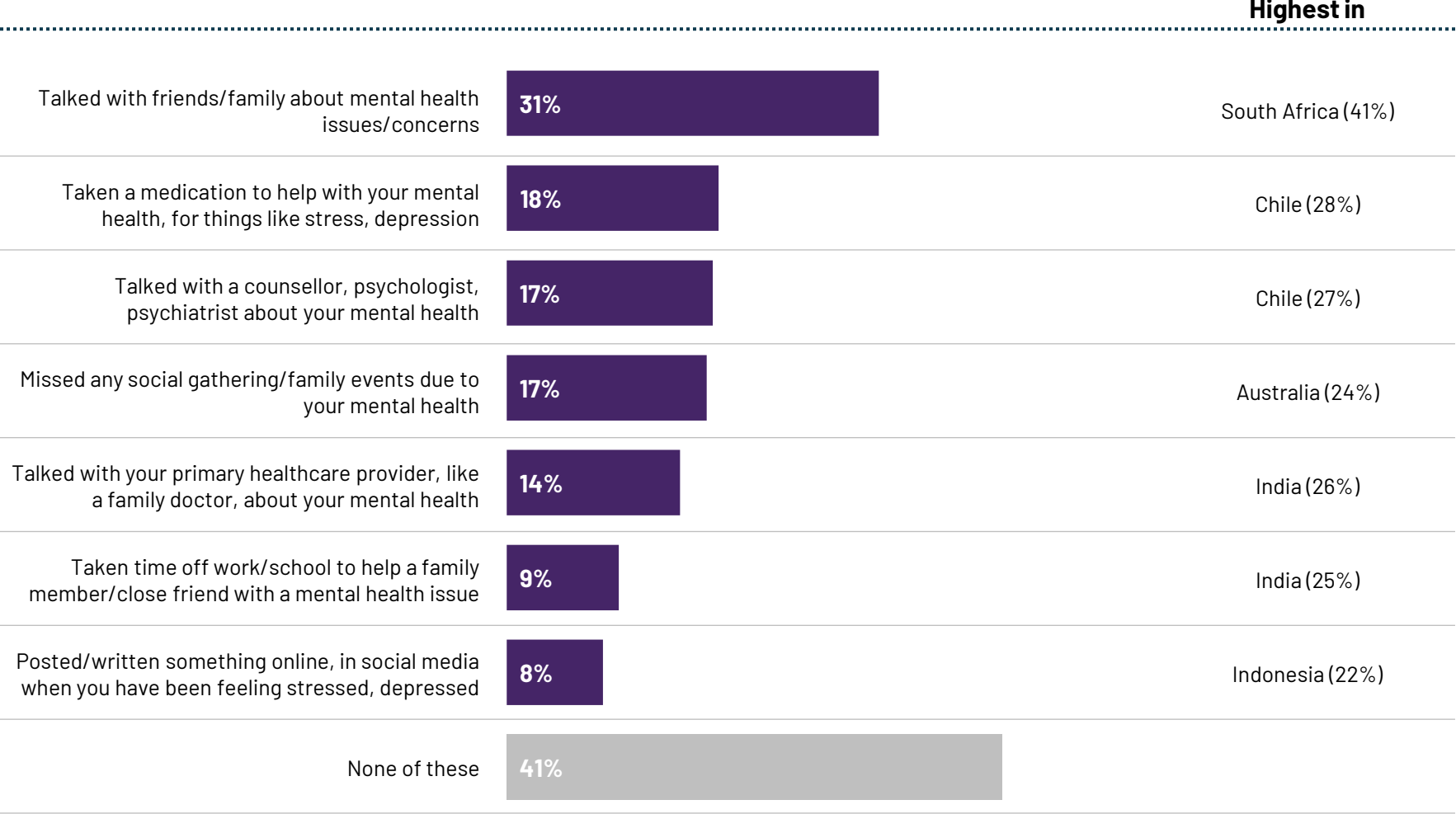
During the past year have you ever...?

Felt stressed to the point where you felt like you could not cope/deal with things

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Please indicate whether you have done any of the following in the past year?

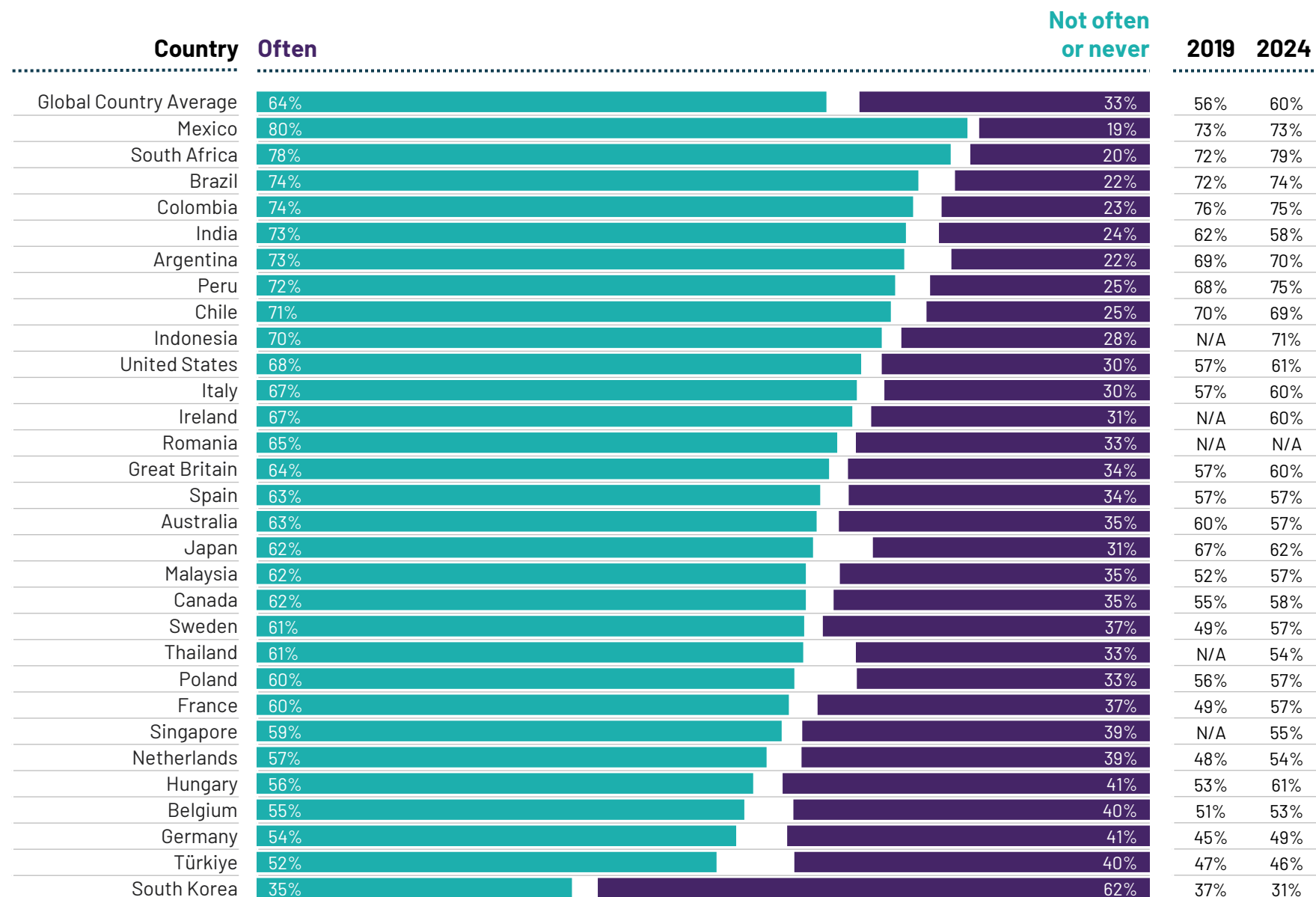


Base:



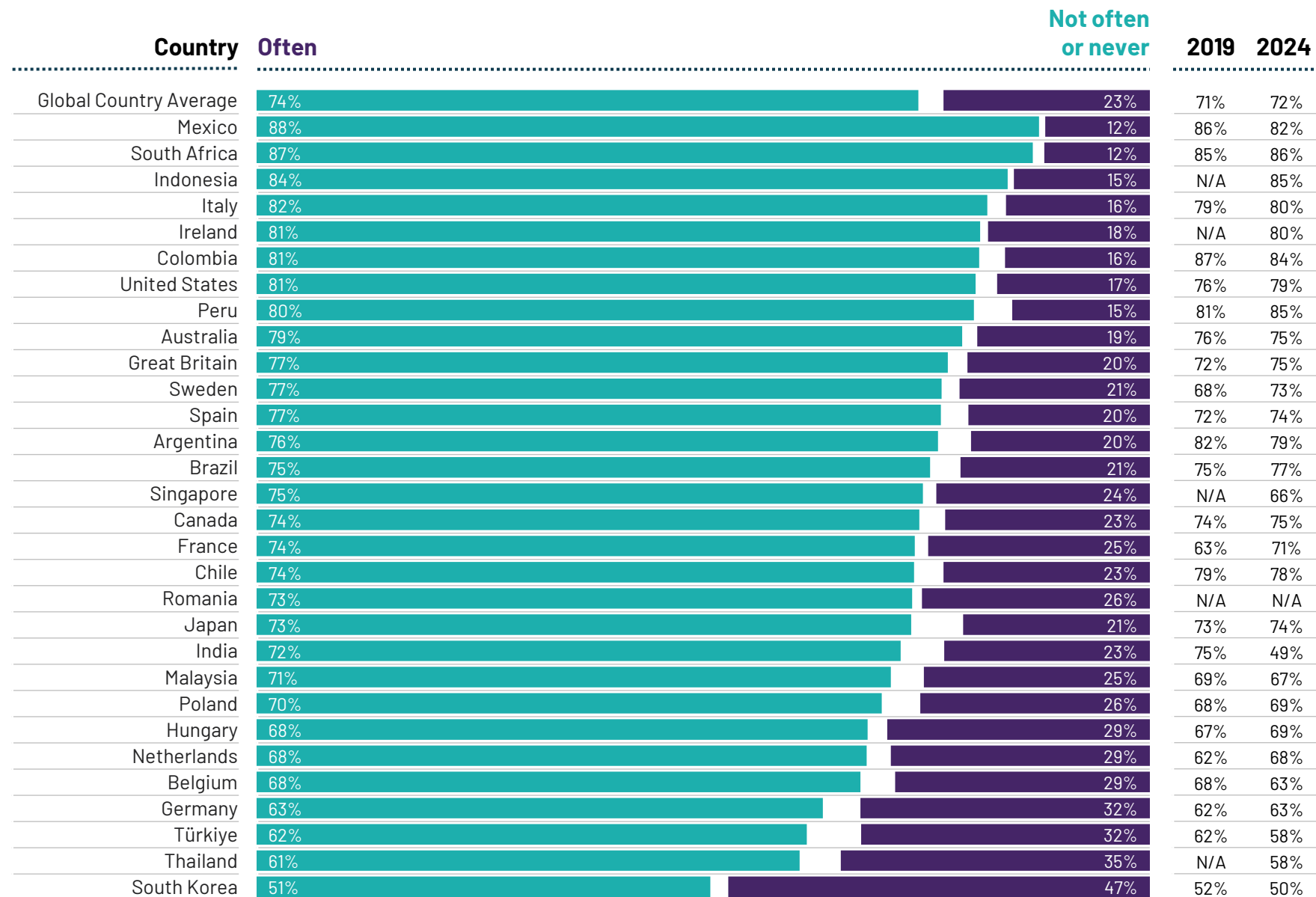
How often, if at all, would you say you think about your **mental** wellbeing?

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



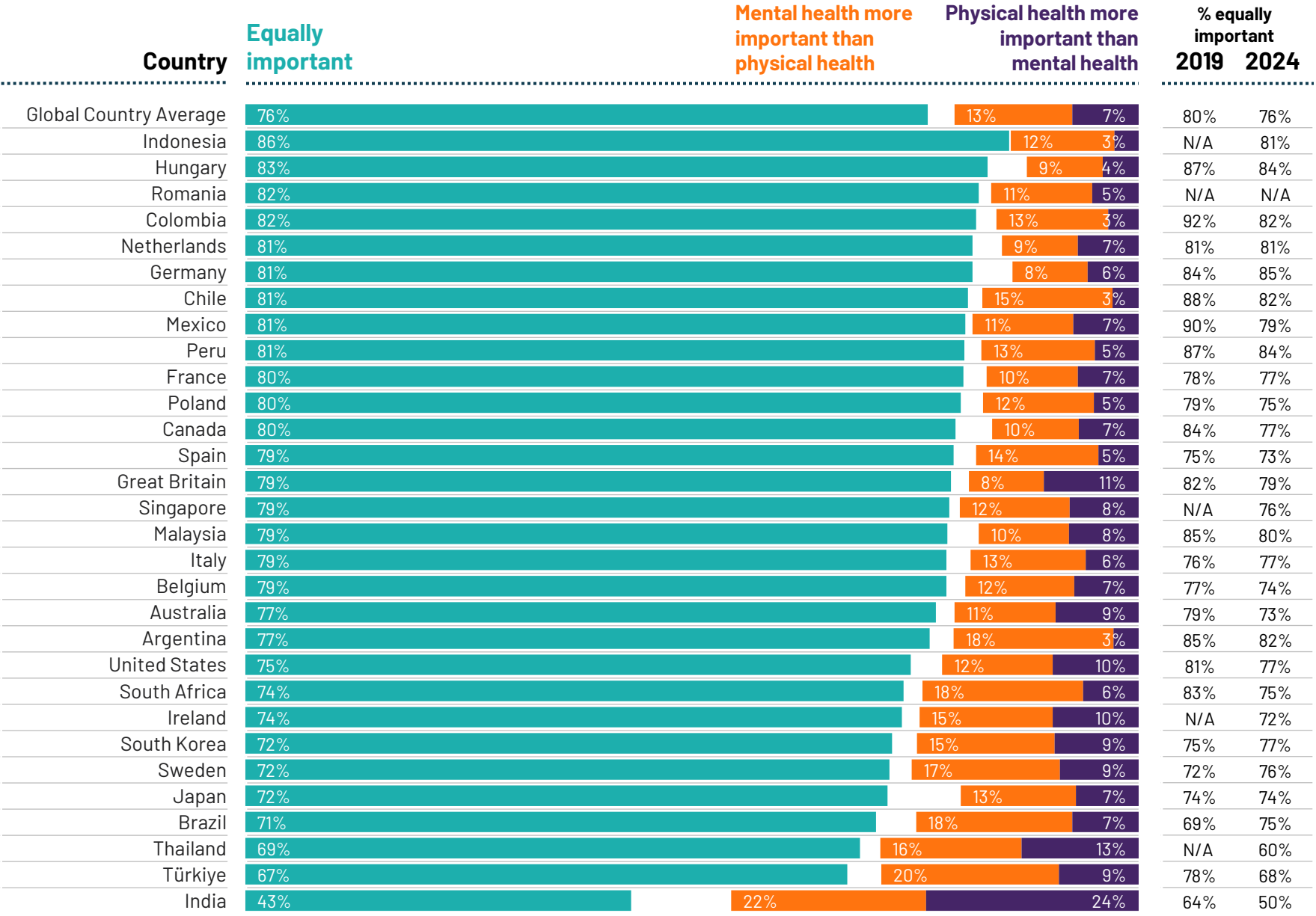
How often, if at all, would you say you think about your **physical** wellbeing?

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



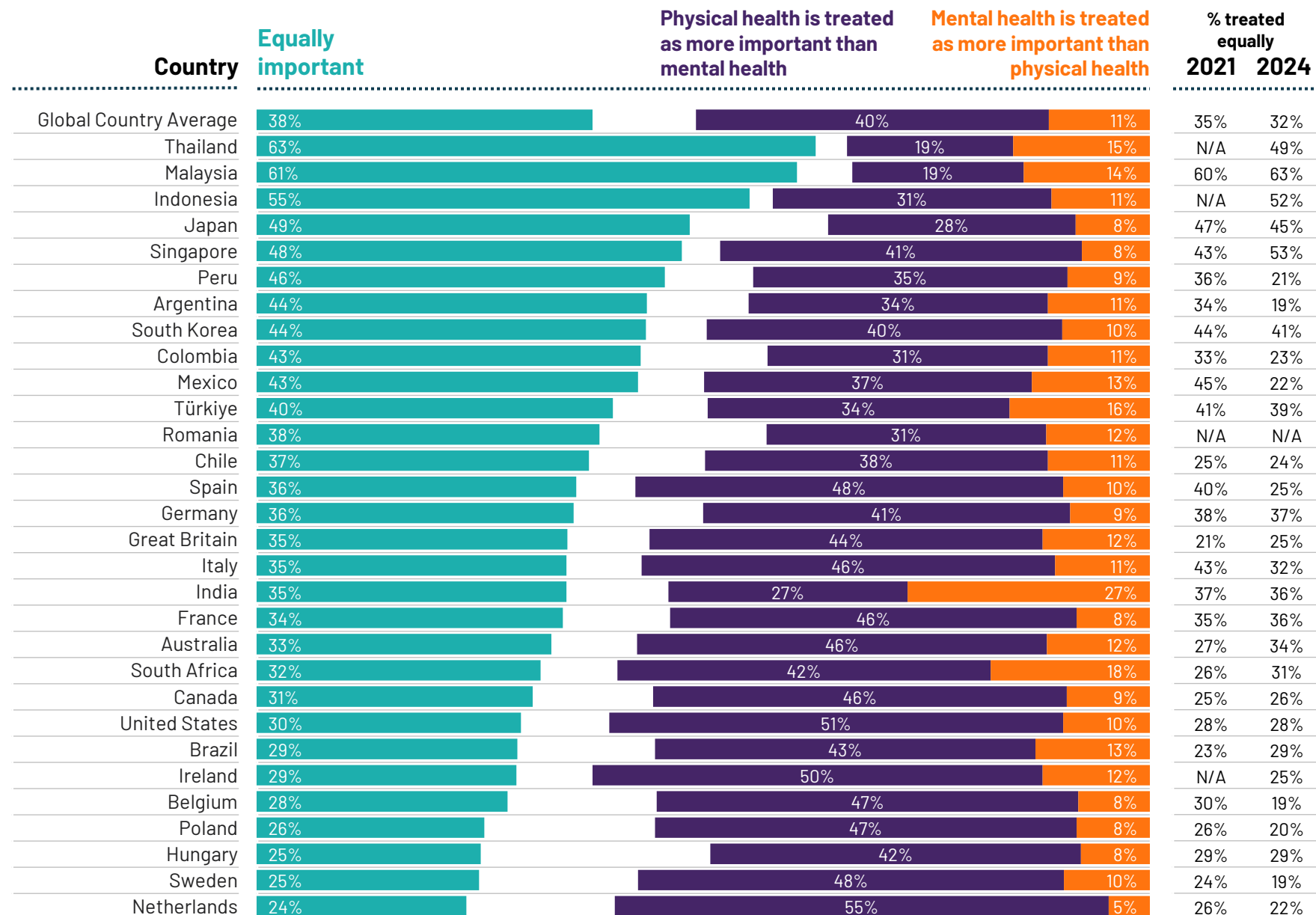
Thinking about your own health, do you think that mental health or physical health is **more important**, or are they **equally important**?

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Which of the following best describes how you think the importance of mental health and physical health are treated in ... **current health care system?**

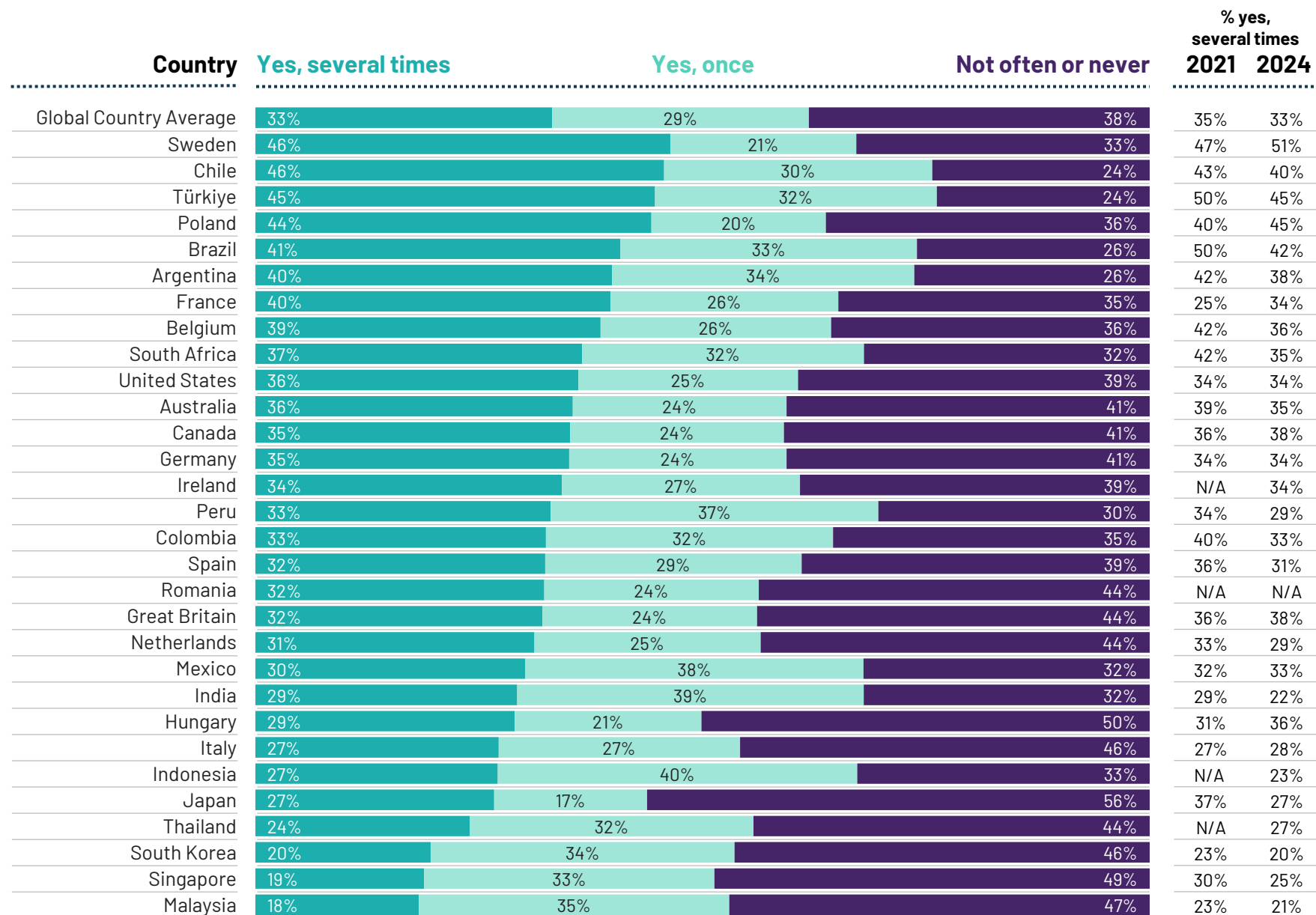
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



During the past year have you ever...?

Felt stressed to the point where it had an impact on how you live your daily life

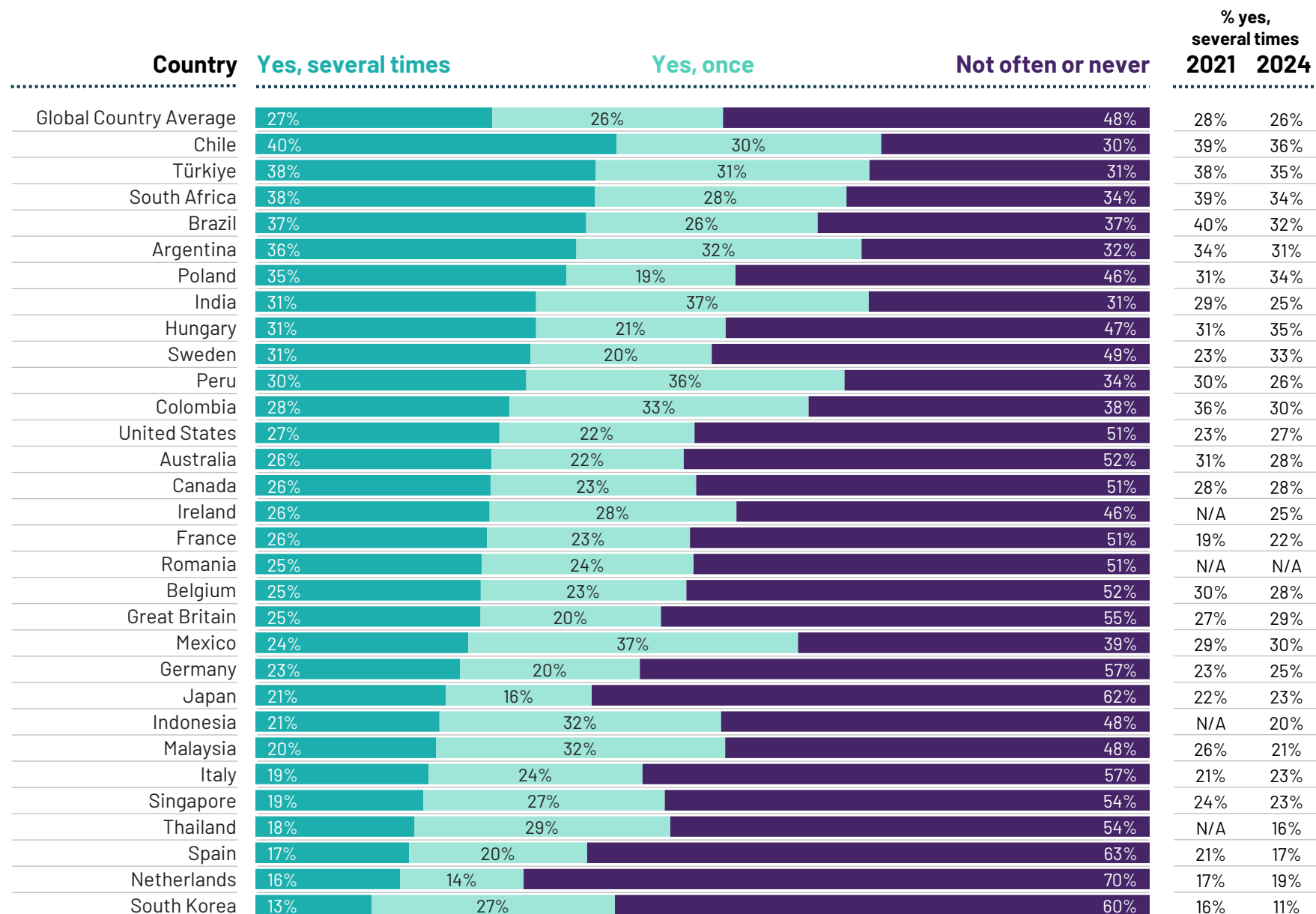
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



During the past year have you ever...?

Felt depressed to the point that you felt sad or hopeless almost every day for a couple of weeks or more

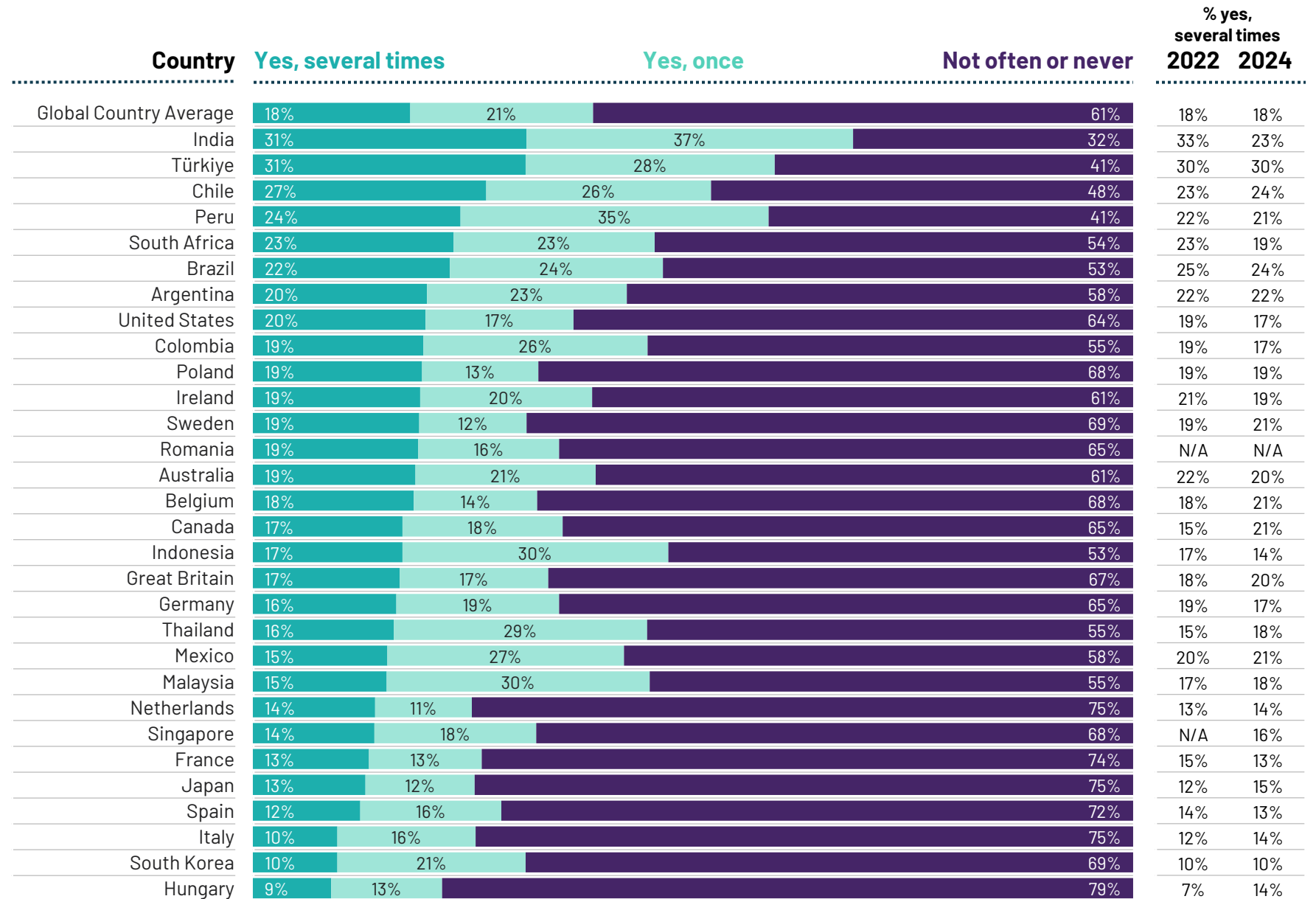
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



During the past year have you ever...?

Felt stressed to the point you could not go to work for a period of time

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



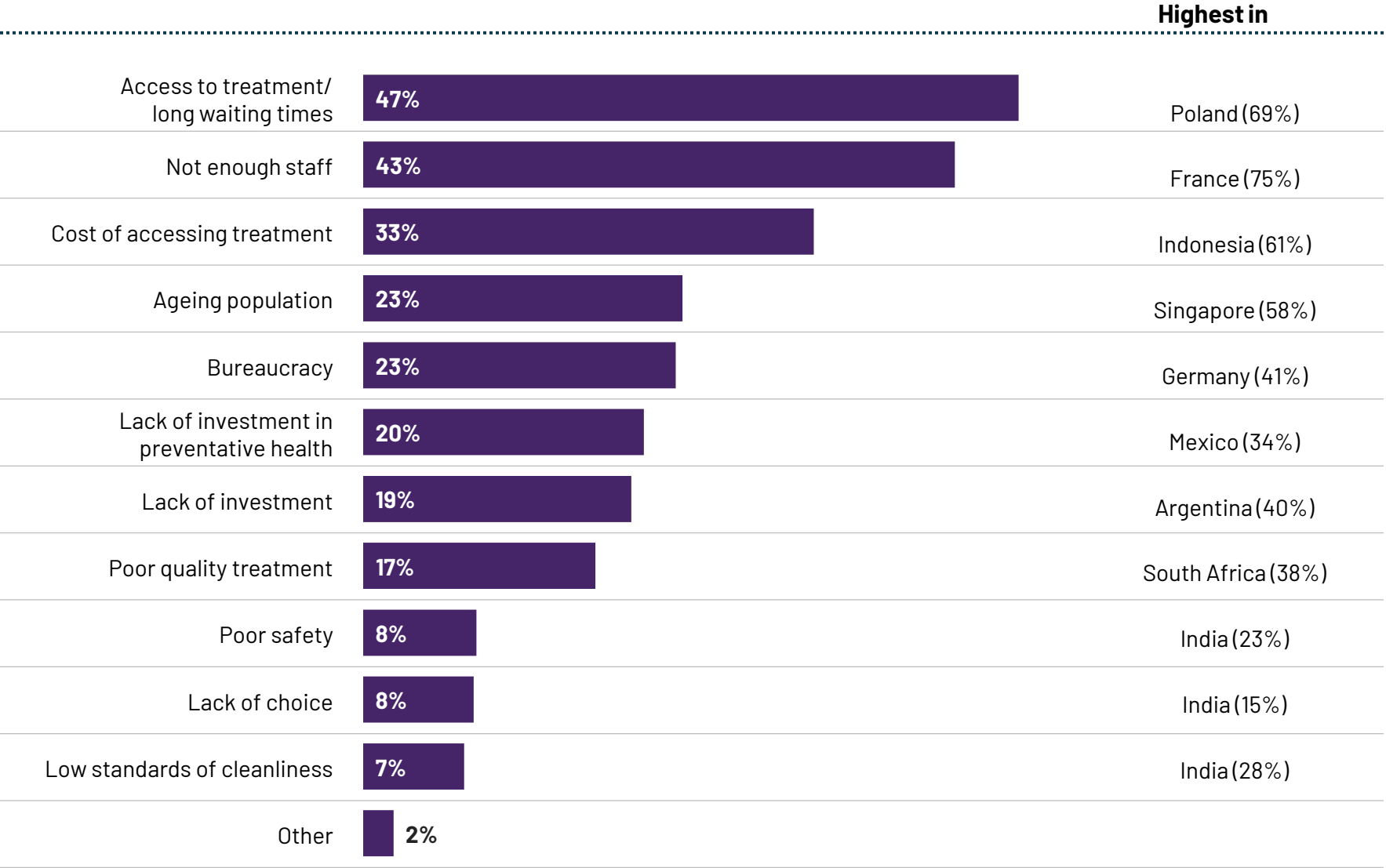
The challenges



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

30-Country Average

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Thinking generally, which of the following, if any, do you see as the biggest health problems facing people in your country today?

Number one healthcare system priorities for each country

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

1. Access to treatment/ long waiting times

Poland (69%)	Colombia (51%)
Hungary (66%)	Mexico (49%)
Italy (66%)	South Africa (49%)
Chile (60%)	Thailand (49%)
Great Britain (52%)	Peru (49%)
Malaysia (52%)	Argentina (45%)
Türkiye (52%)	Brazil (43%)

3. Cost of accessing treatment

Indonesia (61%)
USA (53%)
Romania (44%)

2. Not enough staff

France (75%)	Spain (56%)
Netherlands (71%)	Australia (52%)
Sweden (68%)	
Belgium (63%)	
Germany (62%)	
Canada (62%)	
Ireland (58%)	

4. Ageing population

Singapore (58%)
S. Korea (53%)
Japan (52%)

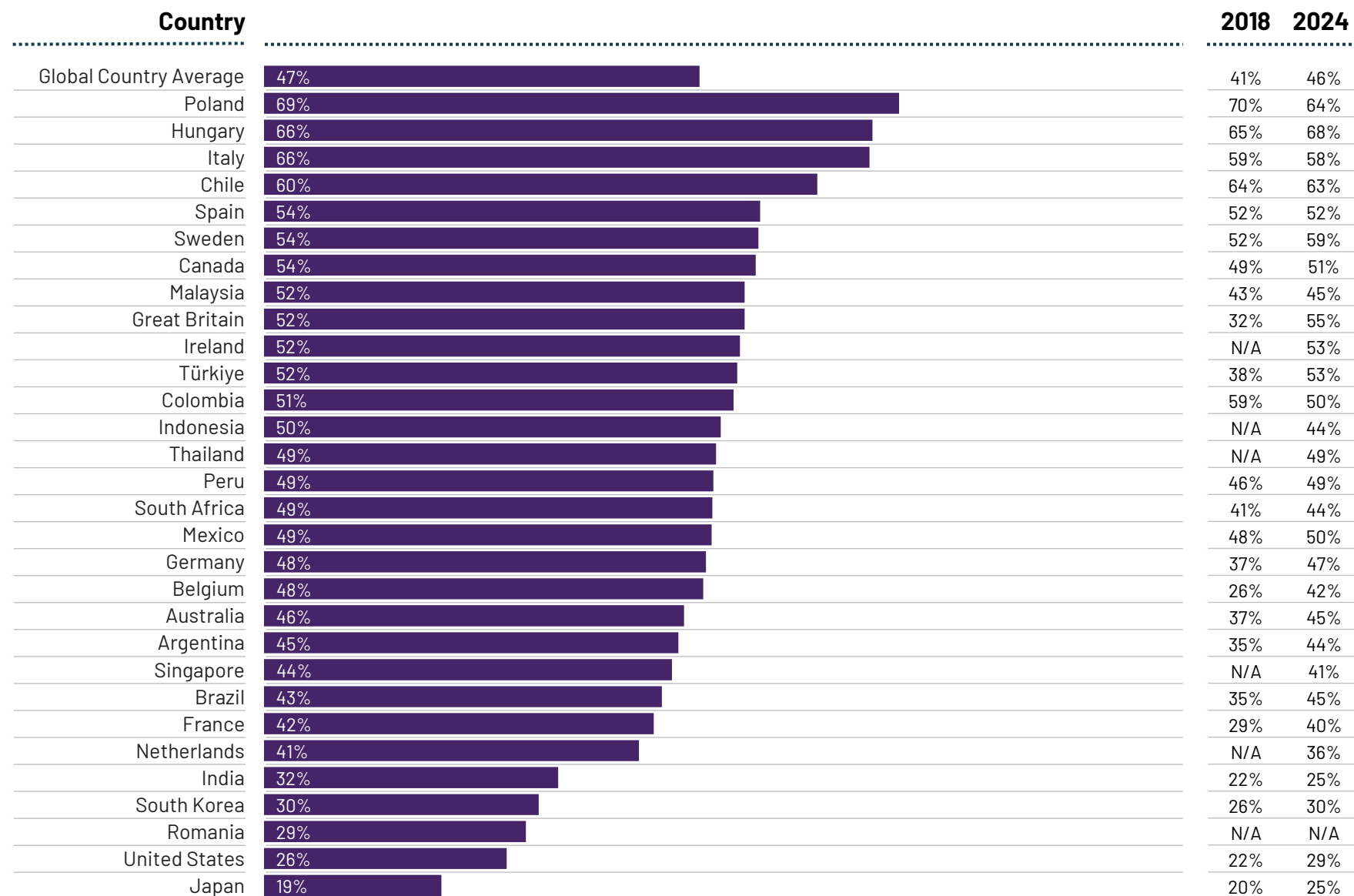
5. Poor quality treatment

India (37%)

Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Access to treatment/long waiting times

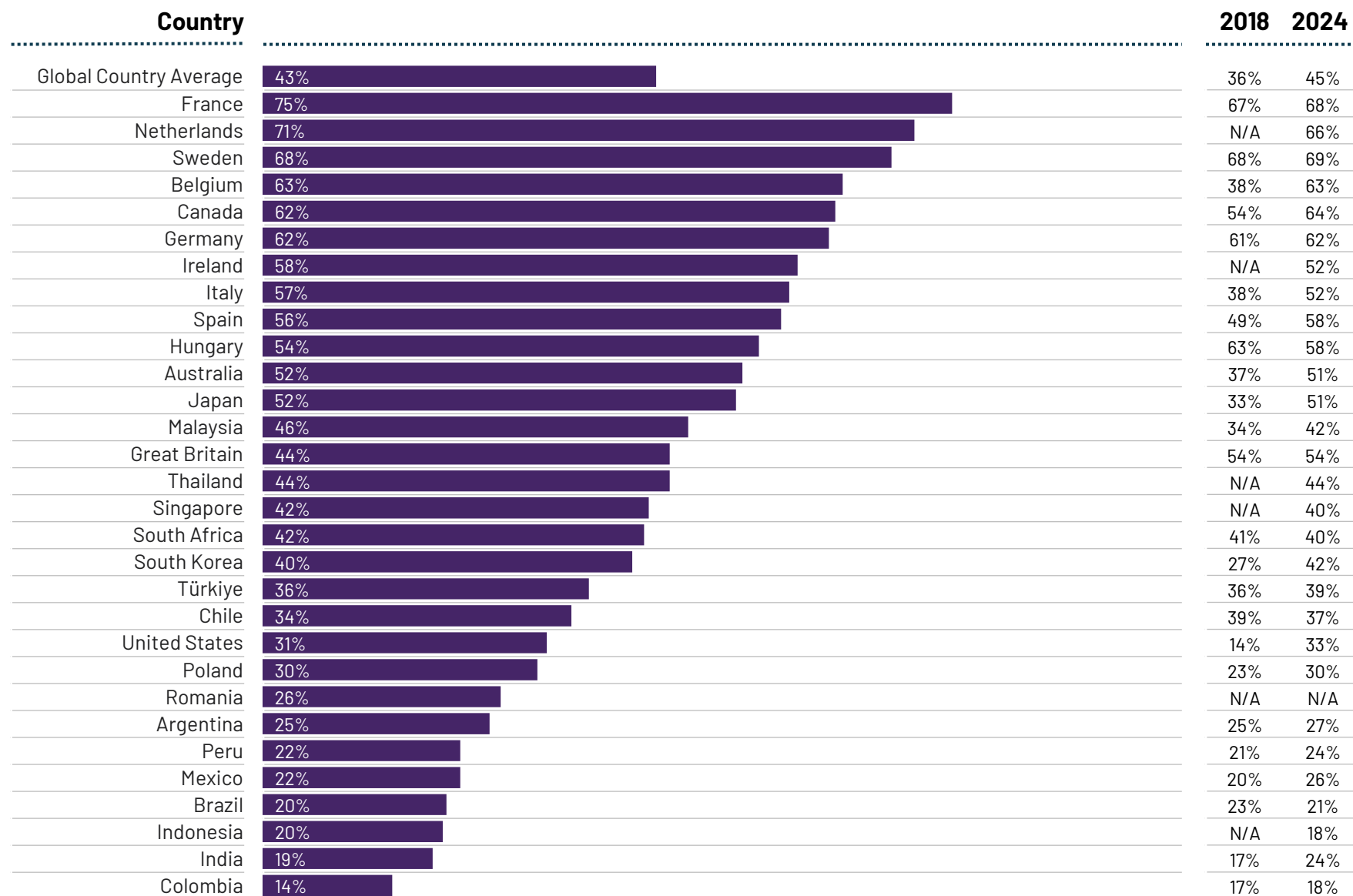
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Not enough staff

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Cost of accessing treatment

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

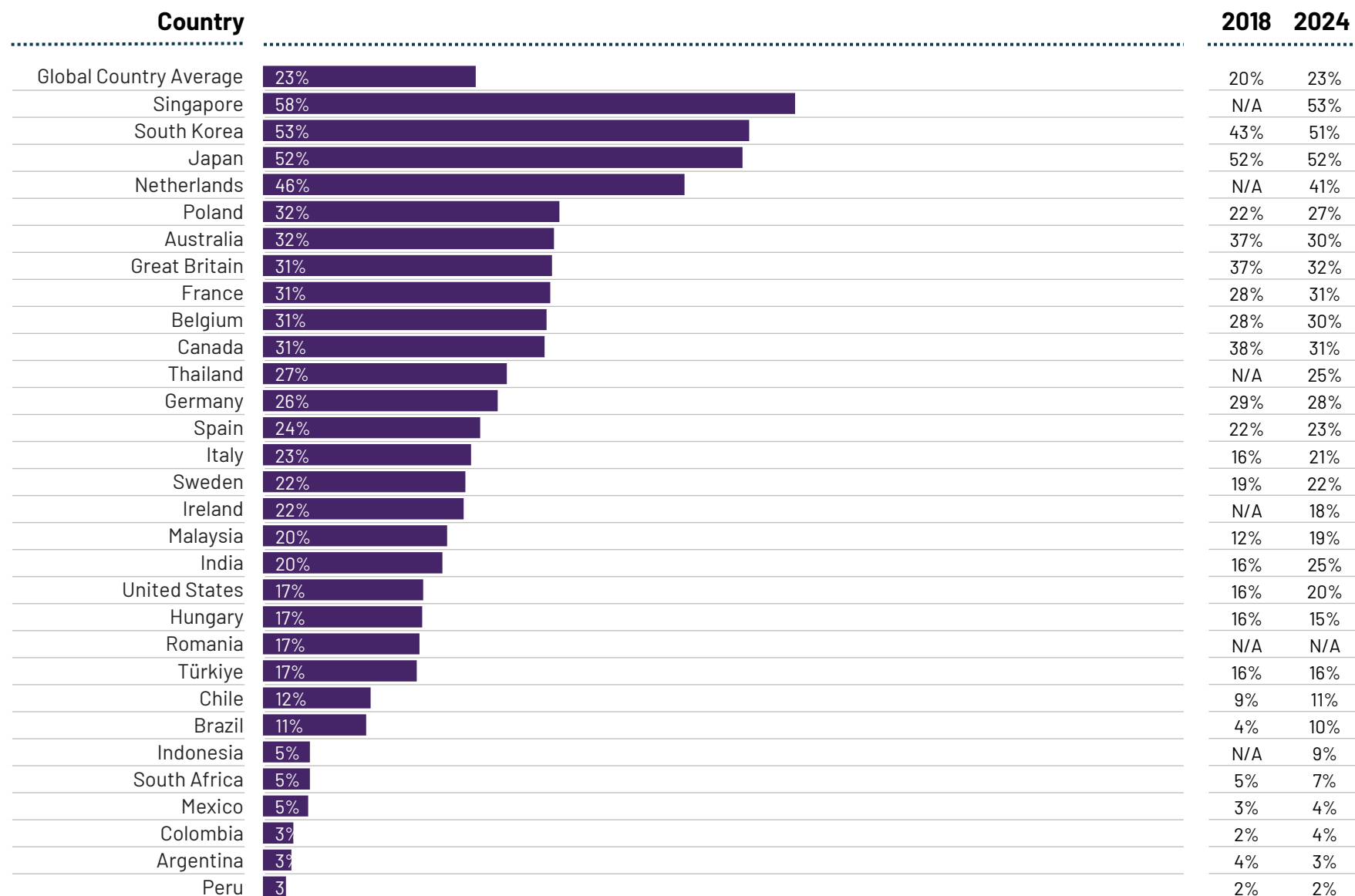
Country		2018	2024
Global Country Average	33%	32%	32%
Indonesia	61%	N/A	57%
United States	53%	64%	55%
Singapore	51%	N/A	46%
Romania	44%	N/A	N/A
Chile	43%	46%	47%
Australia	41%	38%	40%
Argentina	40%	35%	39%
Malaysia	39%	49%	43%
Poland	38%	34%	37%
Belgium	38%	27%	34%
Mexico	36%	26%	31%
Colombia	36%	37%	35%
Japan	35%	44%	38%
Peru	35%	29%	35%
Türkiye	34%	32%	39%
South Africa	34%	39%	36%
Thailand	33%	N/A	28%
India	31%	44%	28%
Ireland	30%	N/A	30%
France	30%	34%	25%
Netherlands	29%	N/A	27%
Italy	26%	28%	24%
Hungary	25%	18%	26%
South Korea	24%	32%	26%
Brazil	24%	18%	23%
Germany	18%	19%	18%
Sweden	15%	11%	10%
Great Britain	15%	8%	13%
Spain	12%	15%	11%
Canada	10%	10%	14%



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Ageing population

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Overall, which of the following, if any, do you see as the biggest problems facing the healthcare system in your country?

Bureaucracy

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

Country		2018	2024
Global Country Average	23%	26%	23%
Germany	41%	32%	36%
Mexico	37%	46%	37%
Indonesia	34%	N/A	31%
Peru	33%	38%	30%
Romania	32%	N/A	N/A
Colombia	30%	40%	29%
Chile	30%	36%	33%
Brazil	29%	26%	31%
Argentina	29%	39%	32%
Poland	28%	32%	22%
Netherlands	28%	N/A	30%
Italy	27%	33%	24%
United States	25%	33%	23%
Sweden	25%	28%	27%
Great Britain	24%	26%	18%
Spain	24%	23%	21%
Thailand	23%	N/A	22%
France	22%	20%	21%
Canada	21%	21%	22%
Ireland	19%	N/A	20%
South Korea	17%	21%	18%
Australia	16%	19%	19%
Belgium	15%	20%	13%
Hungary	14%	19%	16%
Malaysia	12%	17%	12%
Türkiye	12%	23%	14%
South Africa	11%	14%	11%
India	8%	17%	21%
Singapore	7%	N/A	7%
Japan	6%	7%	10%

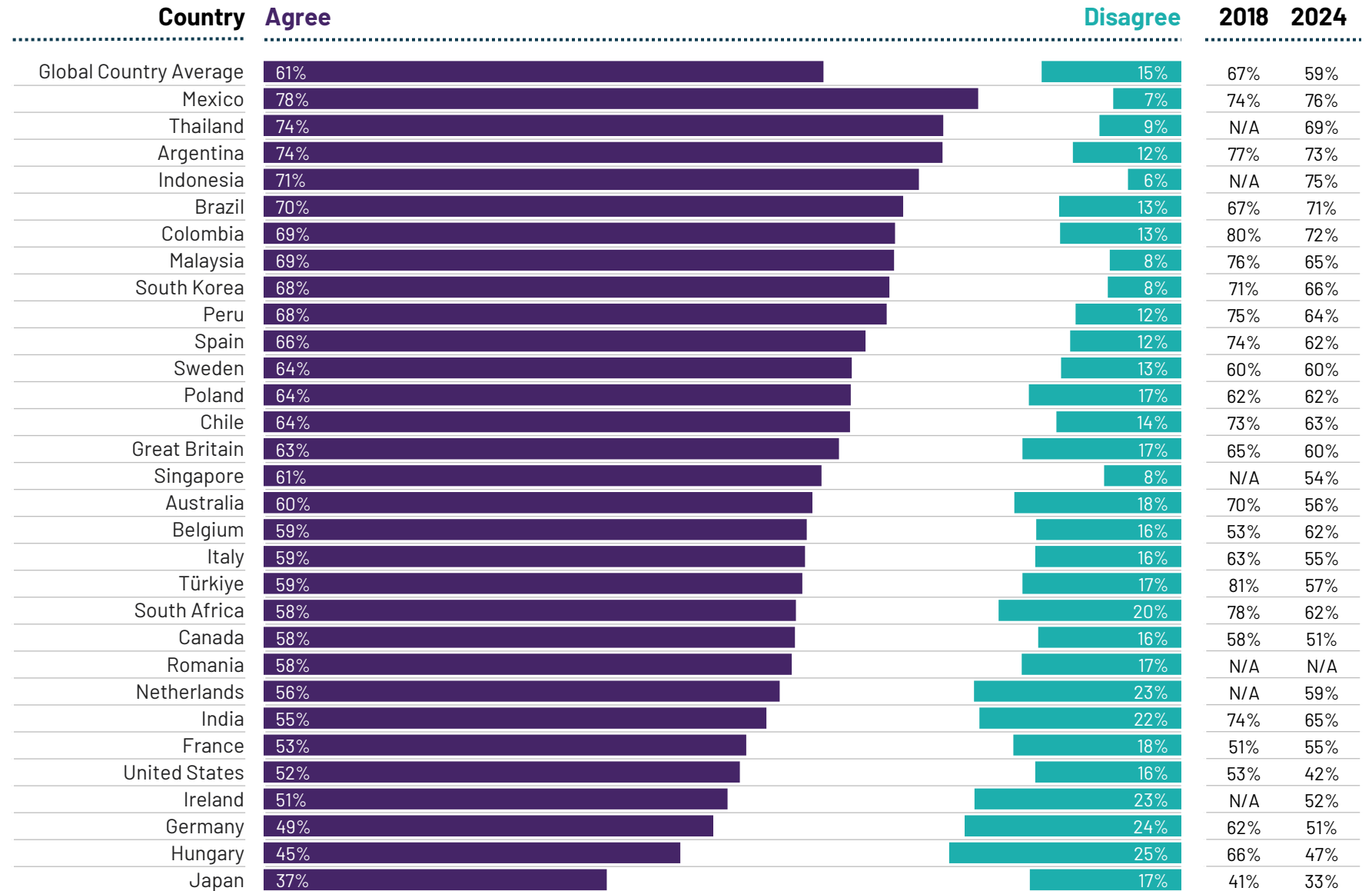


Vaccines and Trust

To what extent do you agree or disagree with the following statements?

Vaccinating against serious infectious diseases should be compulsory

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



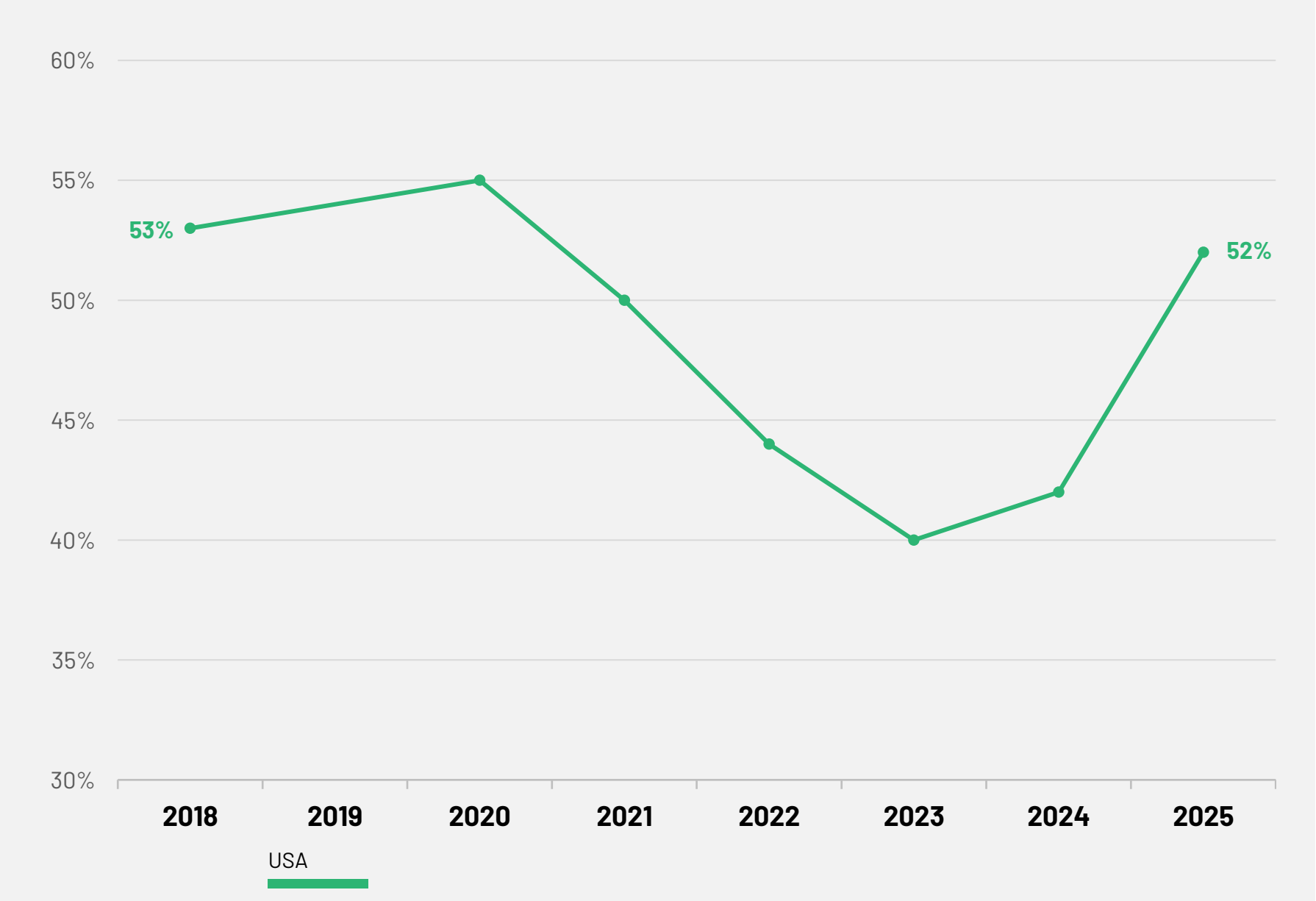
To what extent do you agree or disagree with the following statements?

Vaccinating against serious infectious diseases should be compulsory

% agree

USA 2018 - 2025

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

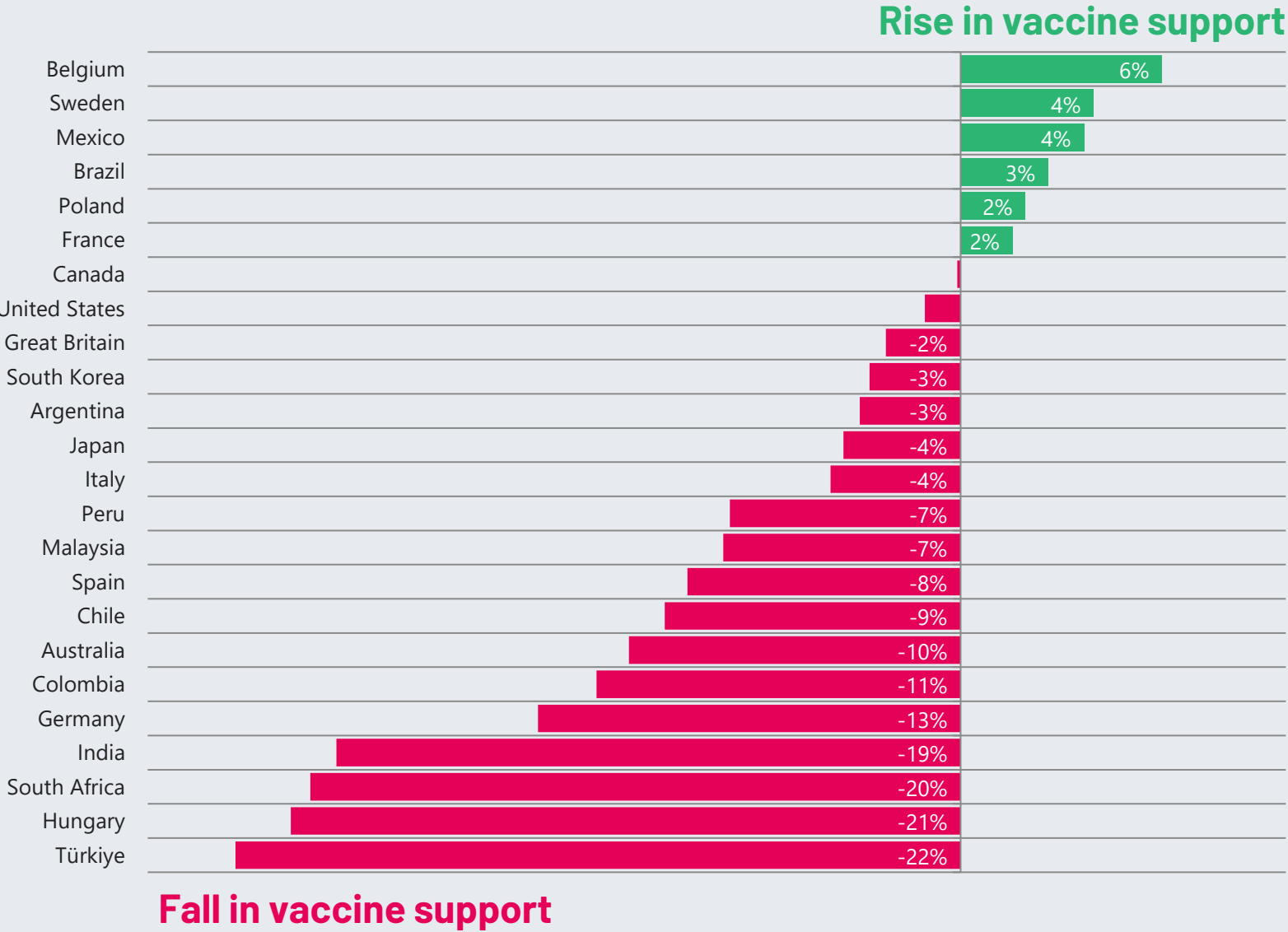


To what extent do you agree or disagree with the following statements?

Vaccinating against serious infectious diseases should be compulsory

% Net agree change between 2018 and 2025

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



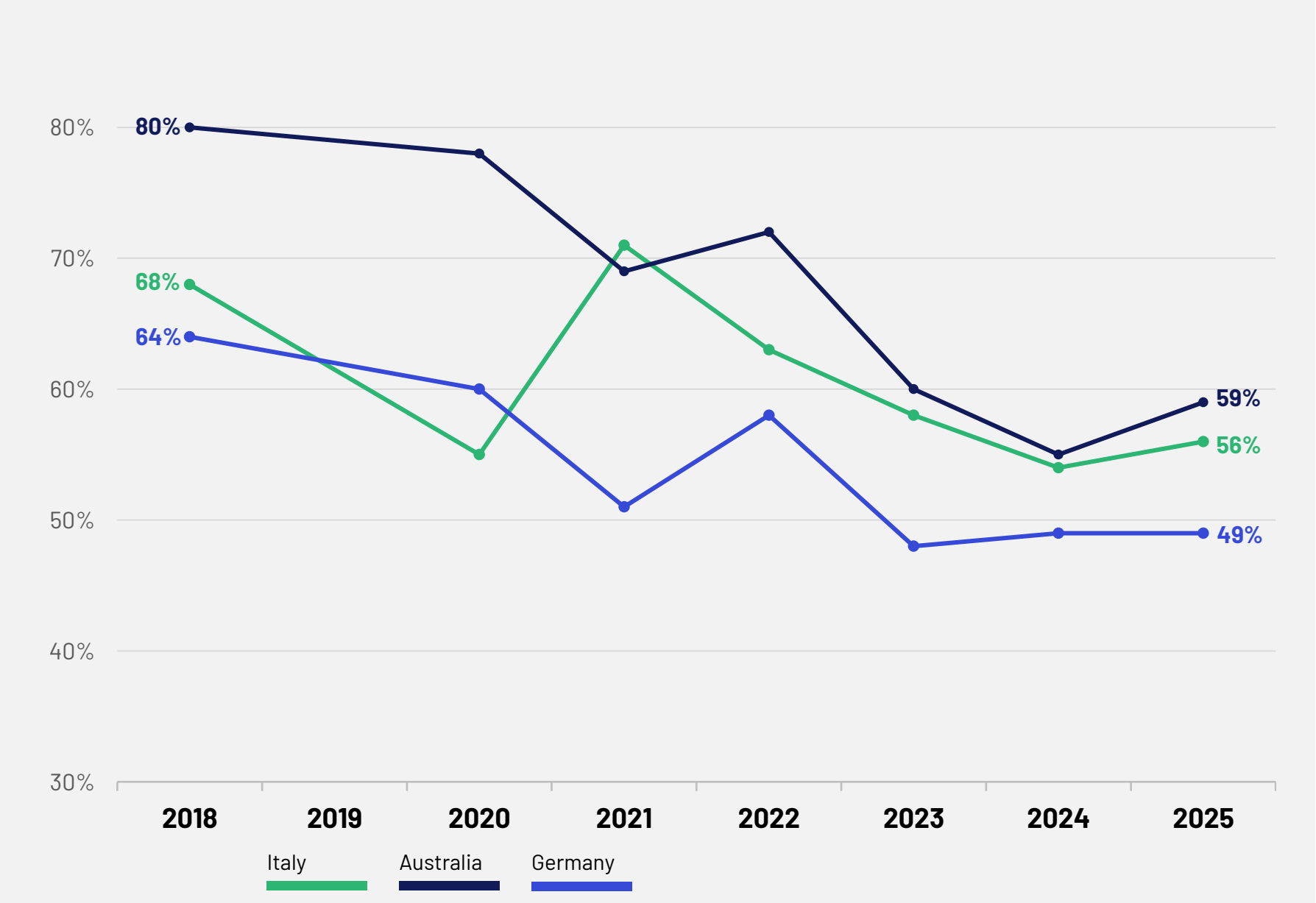
To what extent do you agree or disagree with the following statements?

Vaccinating against serious infectious diseases should be compulsory

% agree

**50-74s in selected countries
2018-2025**

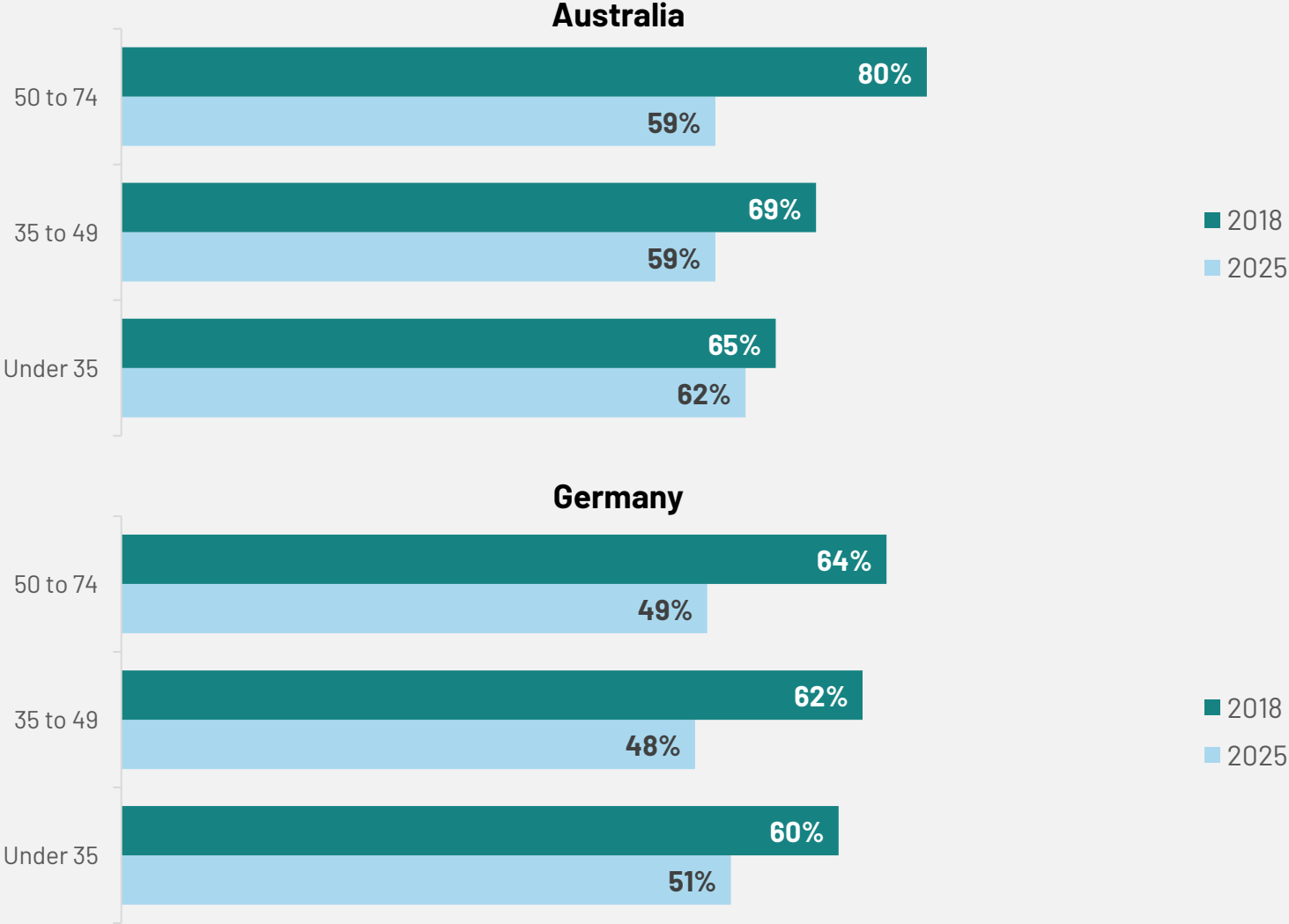
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To what extent do you agree or disagree with the following statements?

Vaccinating against serious infectious diseases should be compulsory

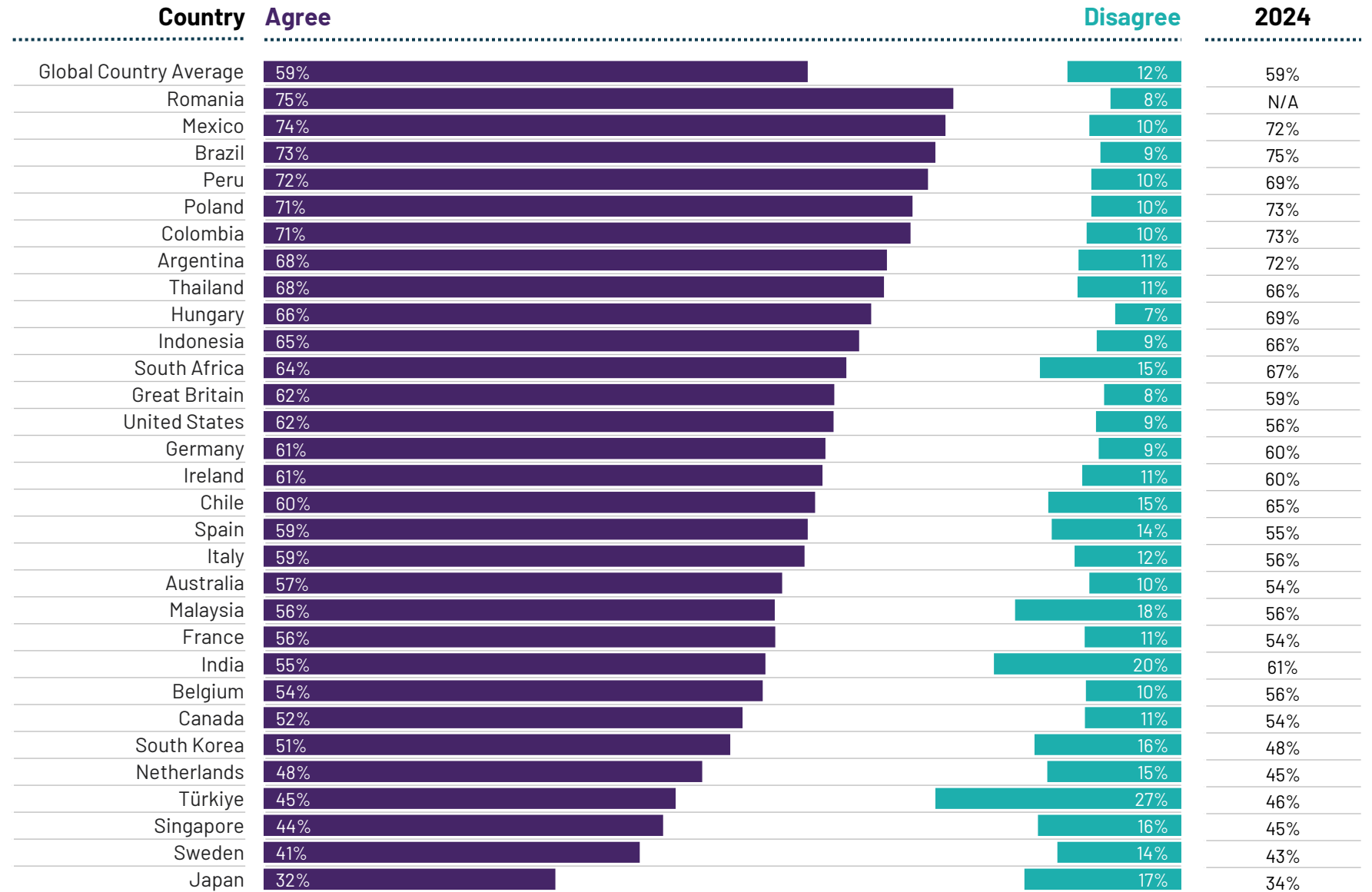
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

In my country, individuals often take health decisions (over the counter drugs, home remedies etc.) independently without consulting a doctor or a medical professional

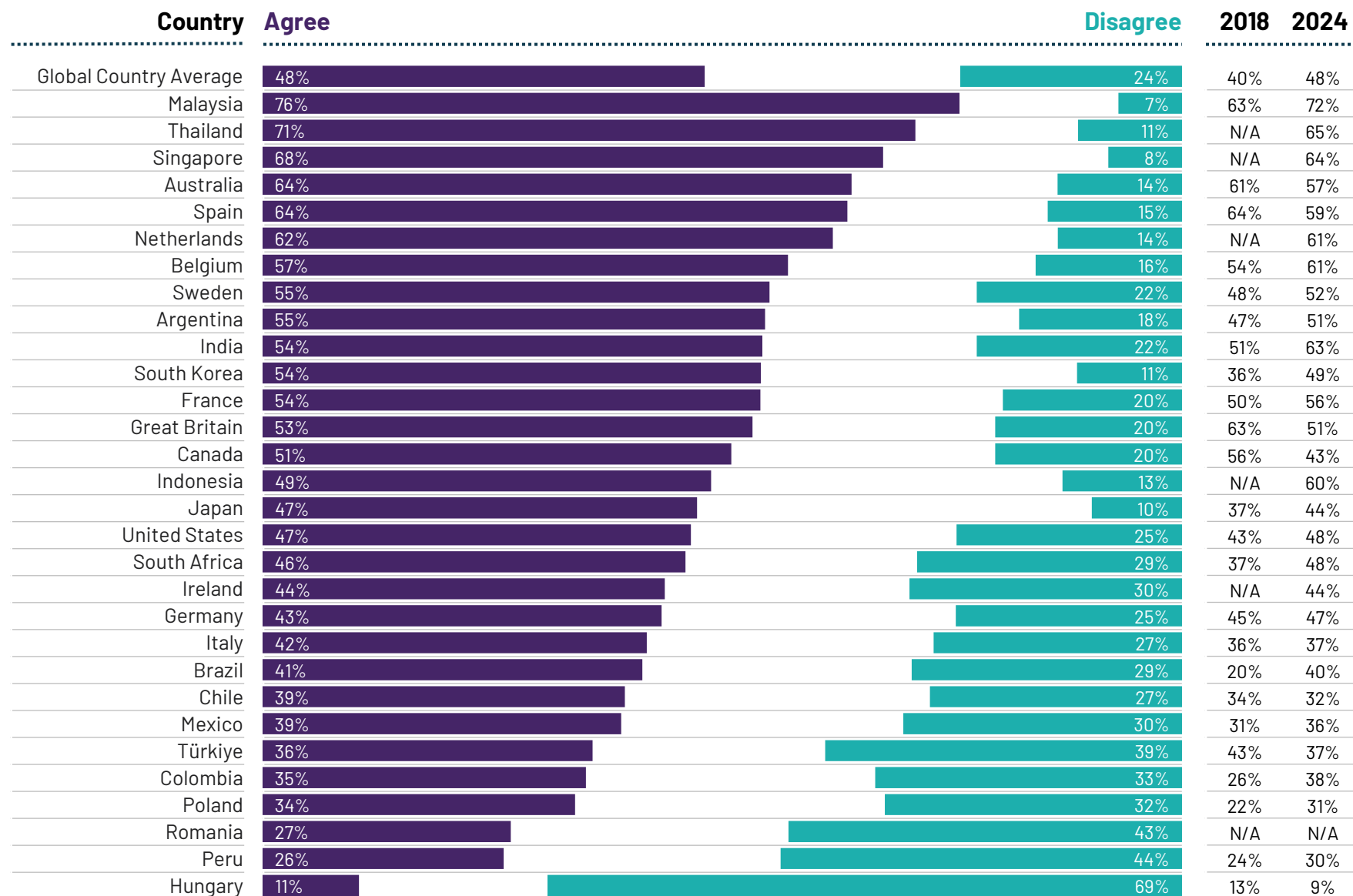
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

I trust the healthcare system in my country to provide me with the best treatment

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

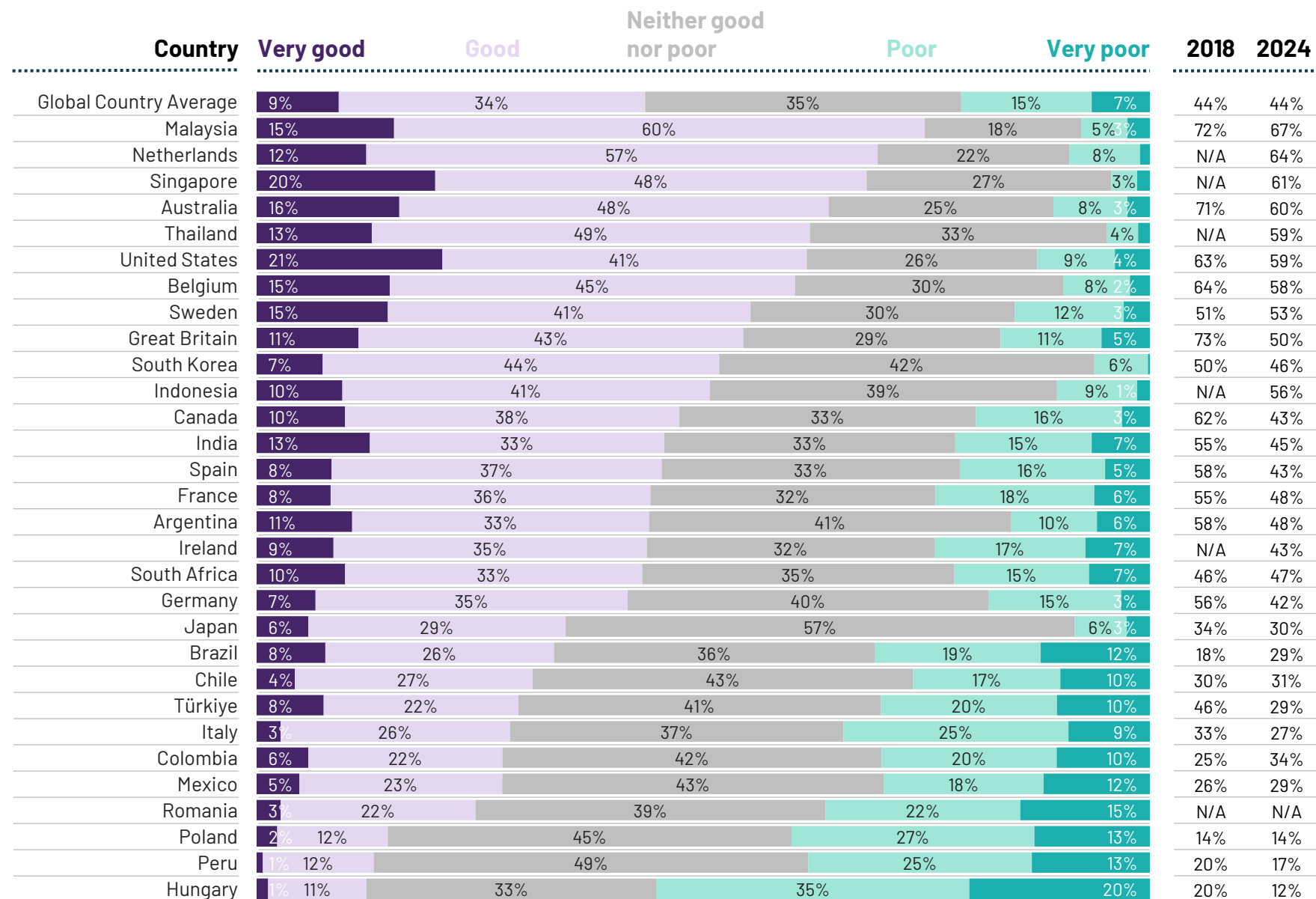


The quality of care today



How would you rate the quality of healthcare that you and your family have access to in your country?

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



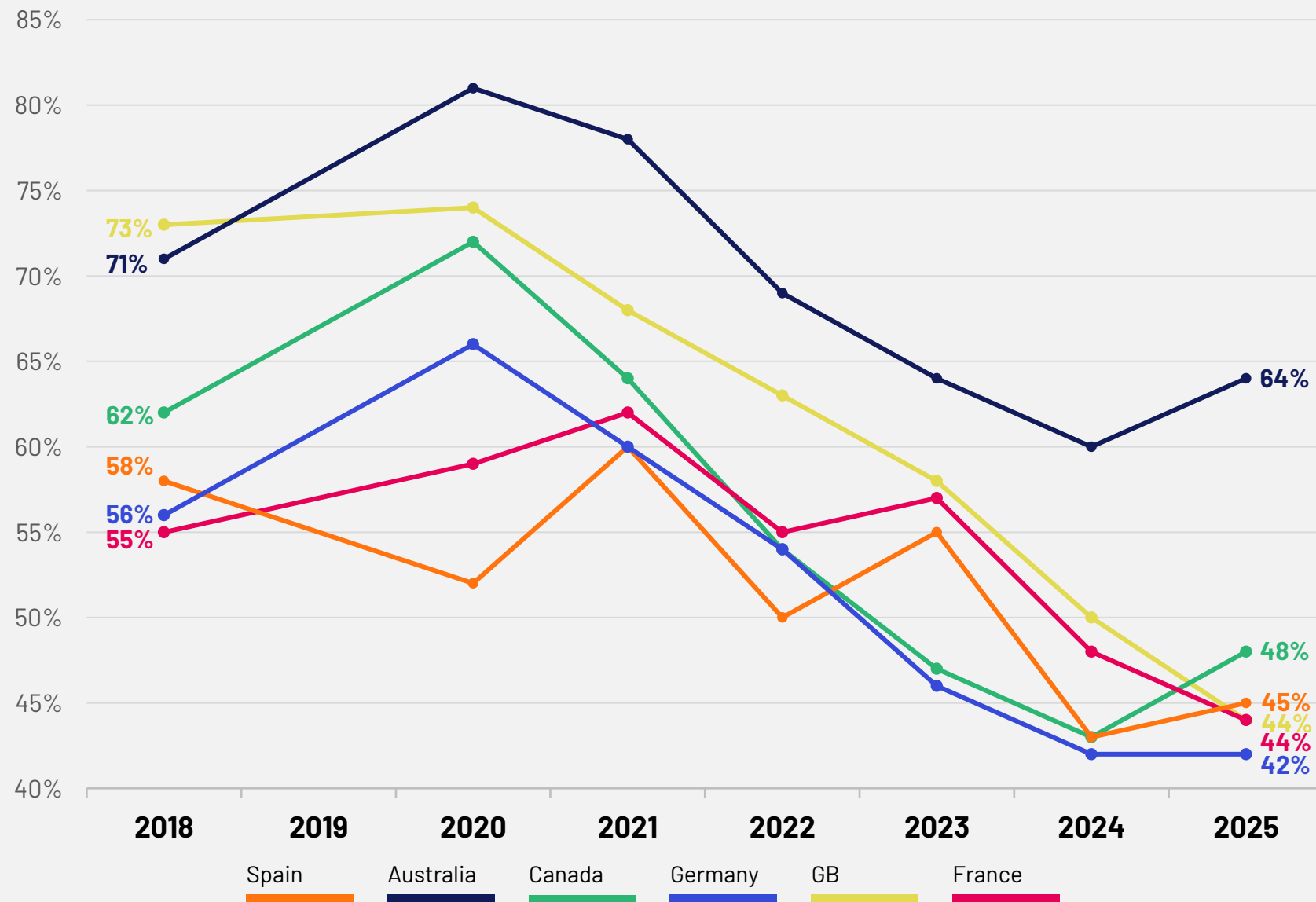
Quality of healthcare

% 'very good/good'

Selected countries

2018 - 2025

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July - 8 August 2025.



Quality of healthcare

% 'very good/good'

Change from 2018*

*24 countries in both 2018 and 2025

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.

2018

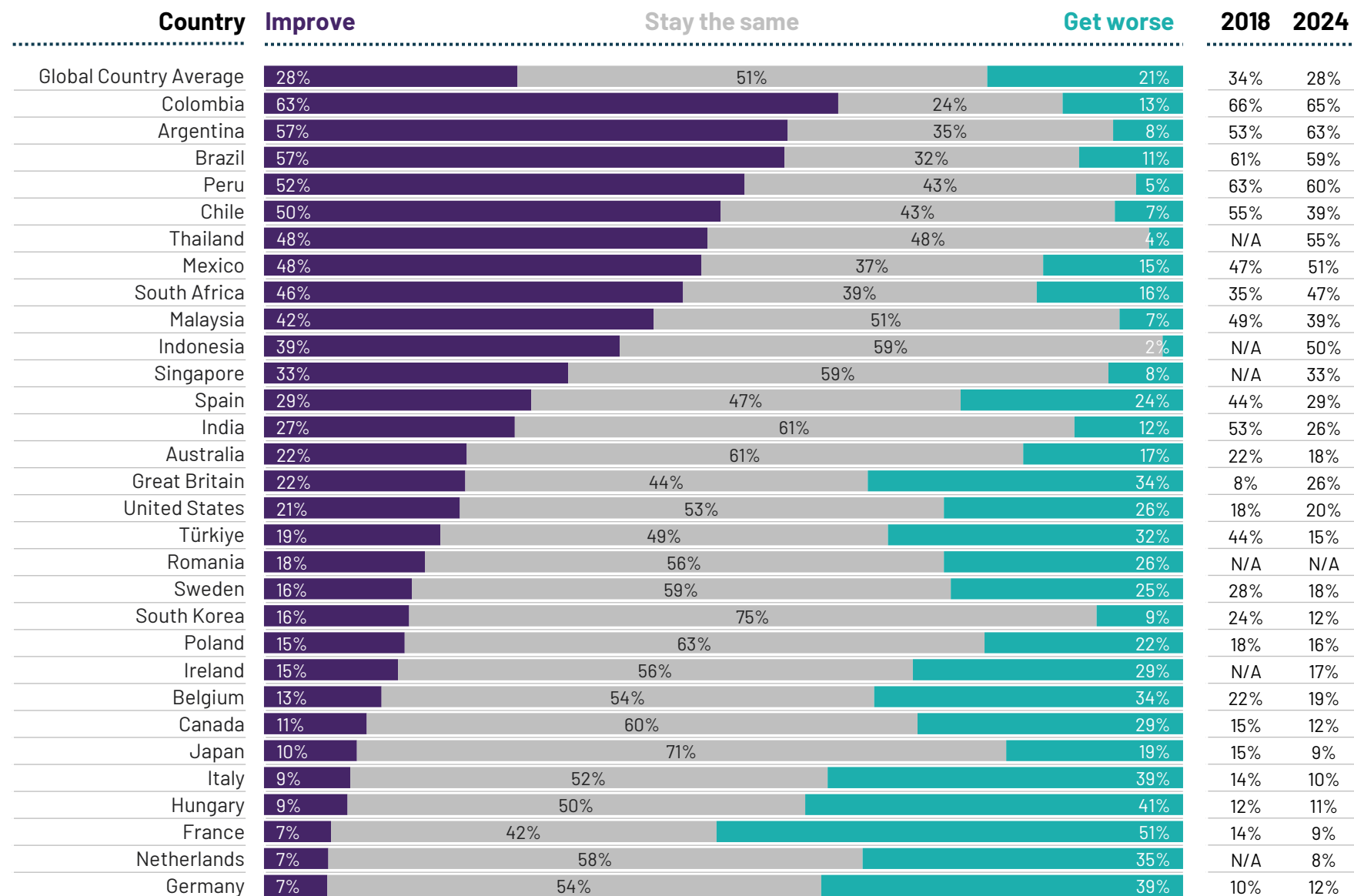
- | | |
|------------------------|---------------------|
| 1. Great Britain (73%) | 13. S. Korea (50%) |
| 2. Malaysia (72%) | 14. S. Africa (46%) |
| 3. Australia (71%) | 15. Türkiye (46%) |
| 4. Belgium (64%) | 16. Japan (34%) |
| 5. USA (63%) | 17. Italy (33%) |
| 6. Canada (62%) | 18. Chile (30%) |
| 7. Spain (58%) | 19. Mexico (26%) |
| 8. Argentina (58%) | 20. Colombia (25%) |
| 9. Germany (56%) | 21. Hungary (20%) |
| 10. France (55%) | 22. Peru (20%) |
| 11. India (55%) | 23. Brazil (18%) |
| 12. Sweden (51%) | 24. Poland (14%) |

2025

- | | |
|-------------------------------|---------------------------|
| 1. Malaysia (75%, +3pp) | 13. S. Africa (43%, -3pp) |
| 2. Australia (64%, -7pp) | 14. Germany (42%, -14pp) |
| 3. USA (62%, -1pp) | 15. Japan (35%, +1pp) |
| 4. Belgium (60%, -4pp) | 16. Brazil (33%, +15pp) |
| 5. Sweden (55%, +4pp) | 17. Chile (31%, +1pp) |
| 6. Great Britain (55%, -18pp) | 18. Türkiye (29%, -17pp) |
| 7. S. Korea (52%, +2pp) | 19. Italy (28%, -5pp) |
| 8. Canada (47%, -15pp) | 20. Mexico (28%, +2pp) |
| 9. India (46%, -9pp) | 21. Colombia (28%, +3pp) |
| 10. Spain (45%, -13pp) | 22. Poland (15%, +1pp) |
| 11. France (44%, -11pp) | 23. Peru (13%, -7pp) |
| 12. Argentina (44%, -14pp) | 24. Hungary (12%, -8pp) |

Over the coming years, do you expect the quality of healthcare that you and your family will have access to locally will improve, stay the same, or get worse?

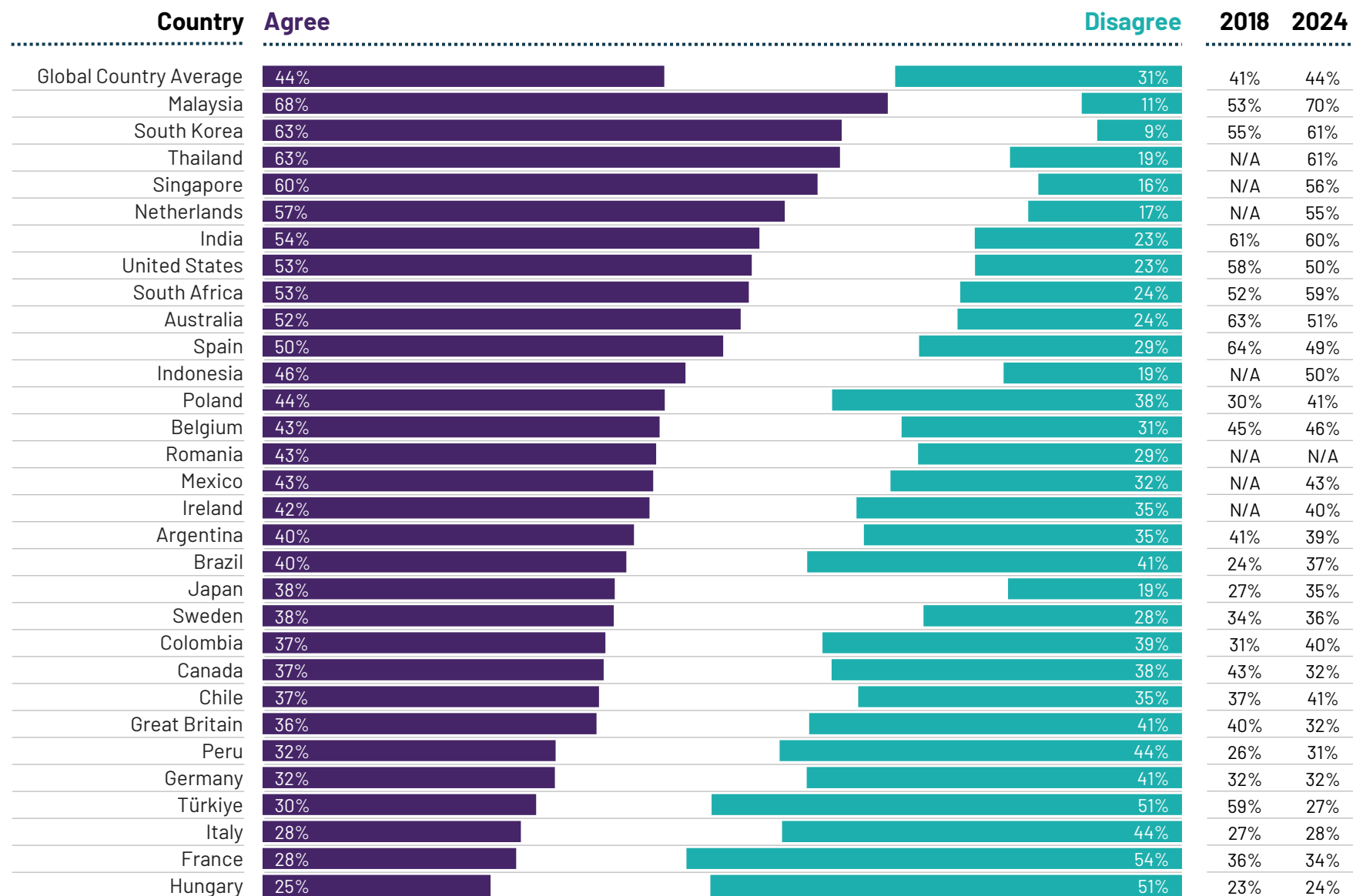
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

I find it easy to get an appointment with doctors in my local area

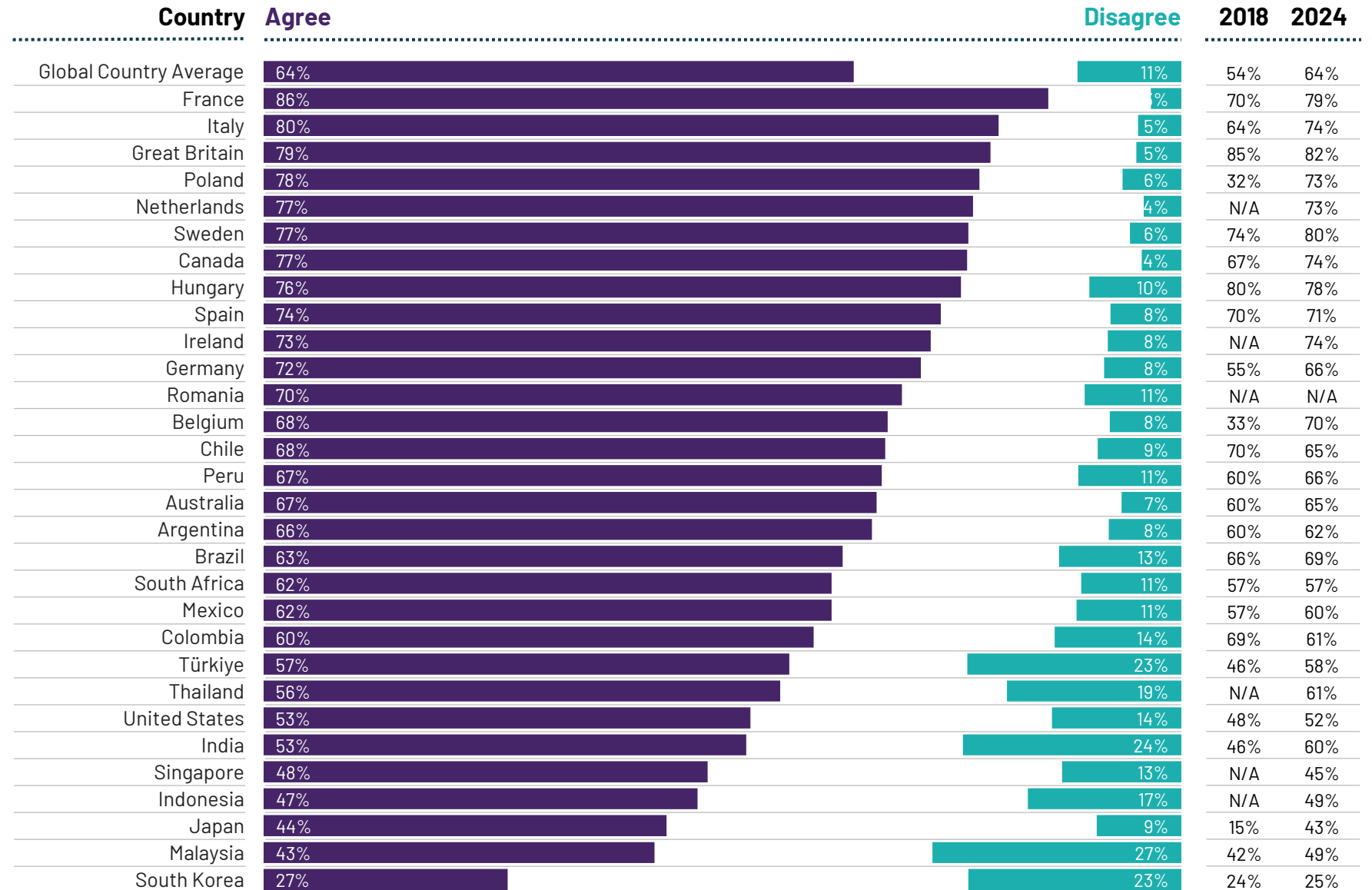
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

The healthcare system in my country is overstretched

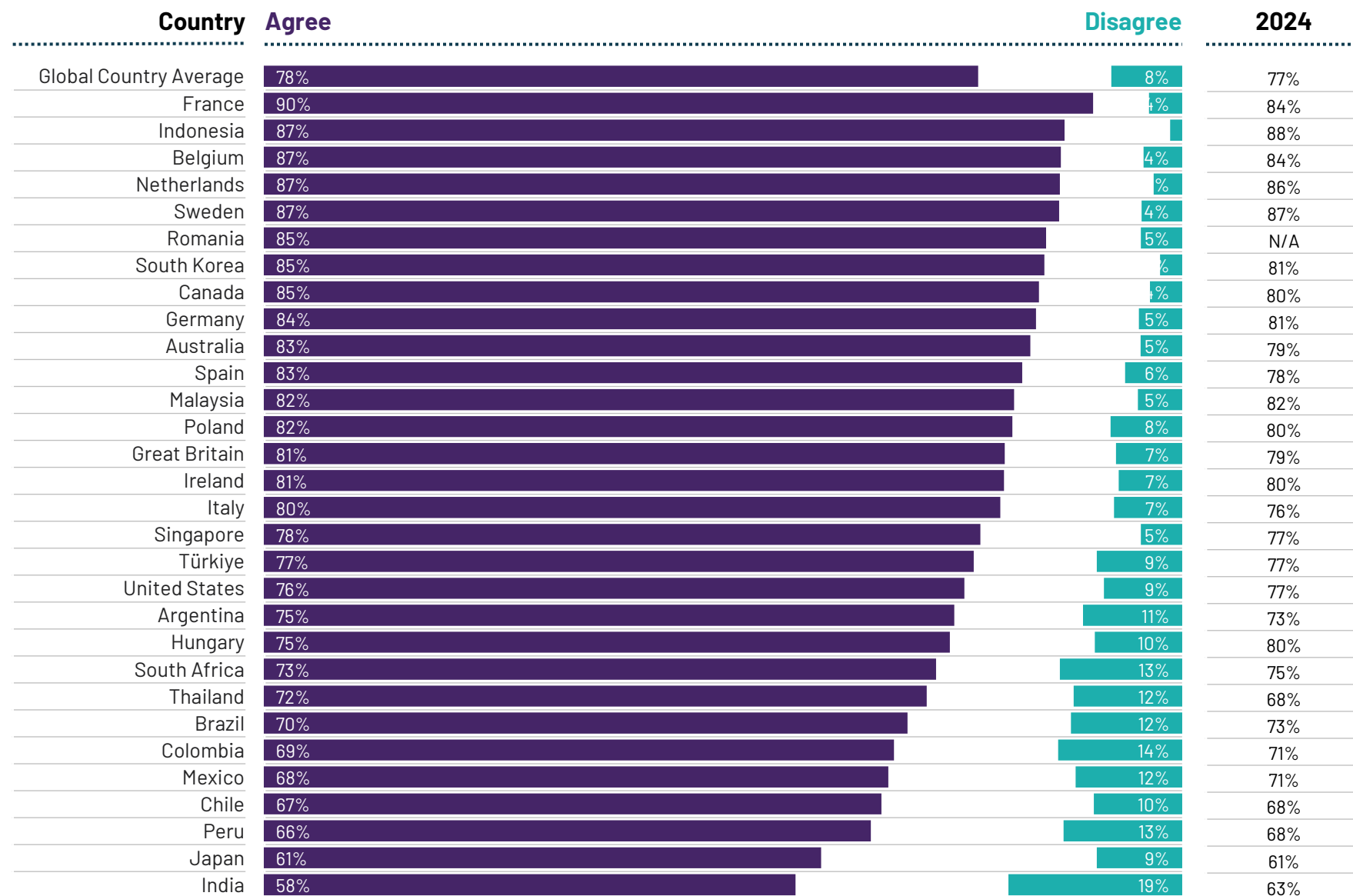
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

I find it easy to get access to a pharmacy in my local area

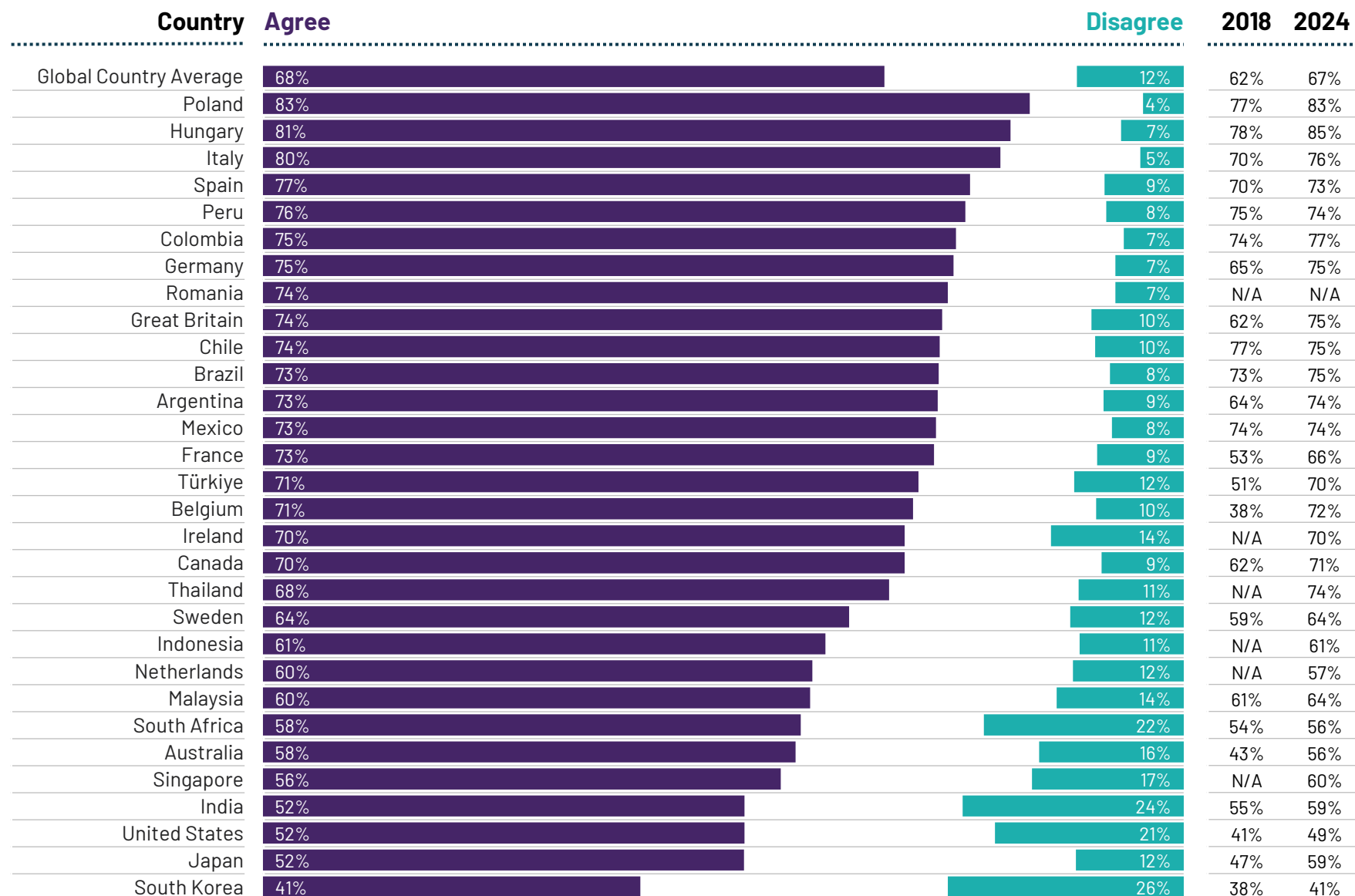
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

Waiting times to get an appointment with doctors are too long in my country

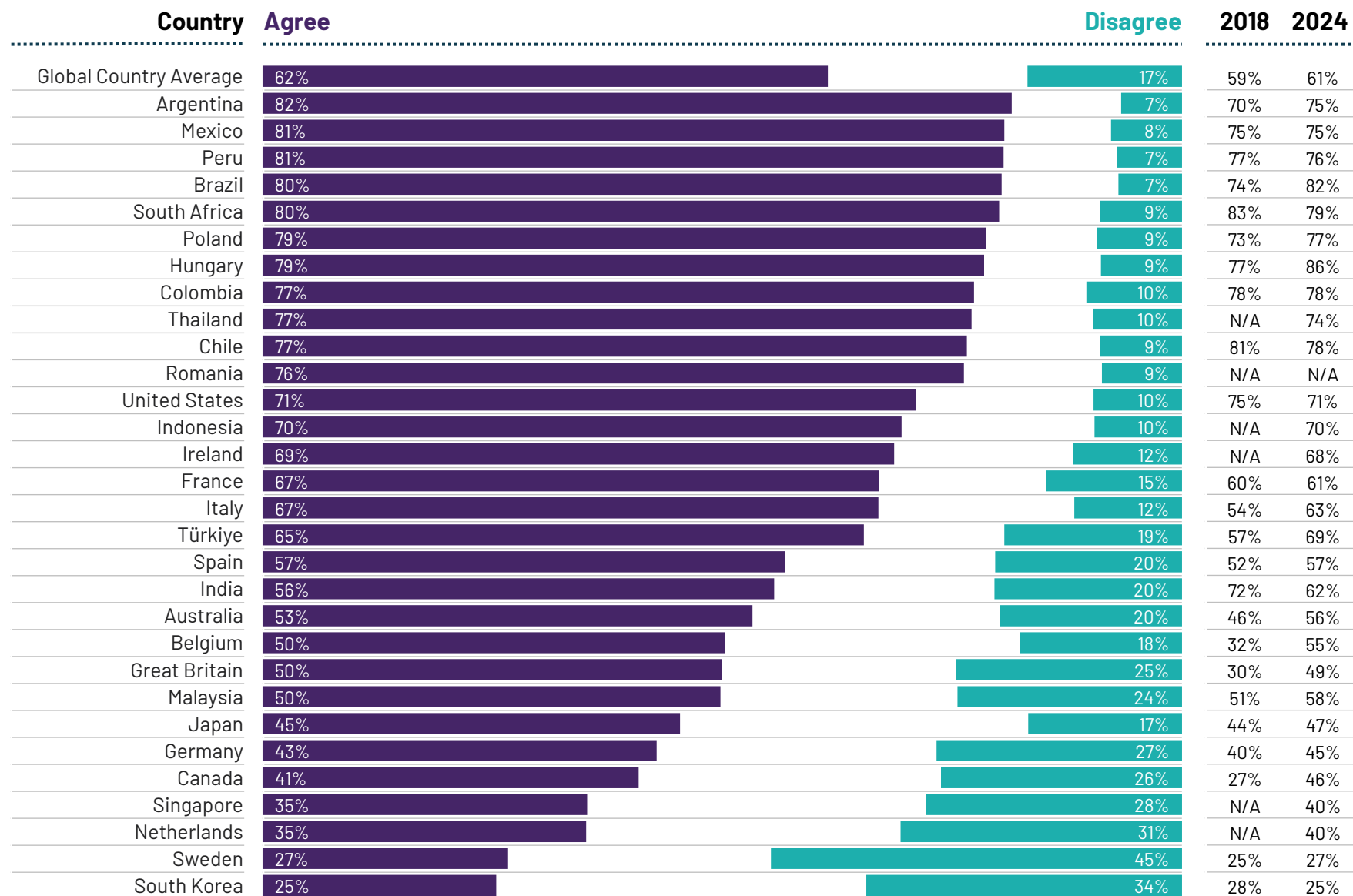
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

Many people in my country cannot afford good healthcare

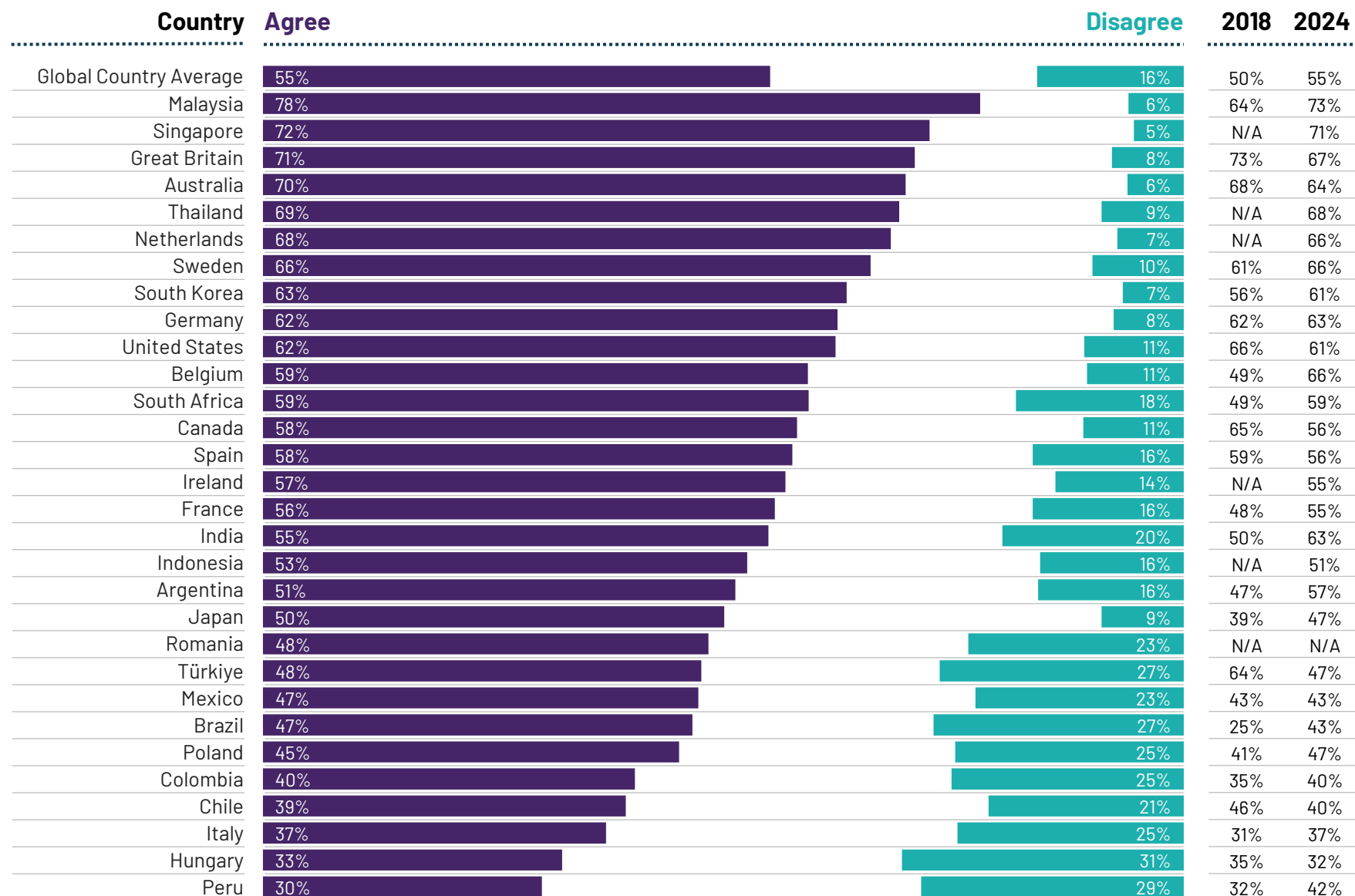
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

In my country, information about how to look after my health is readily available when I need it

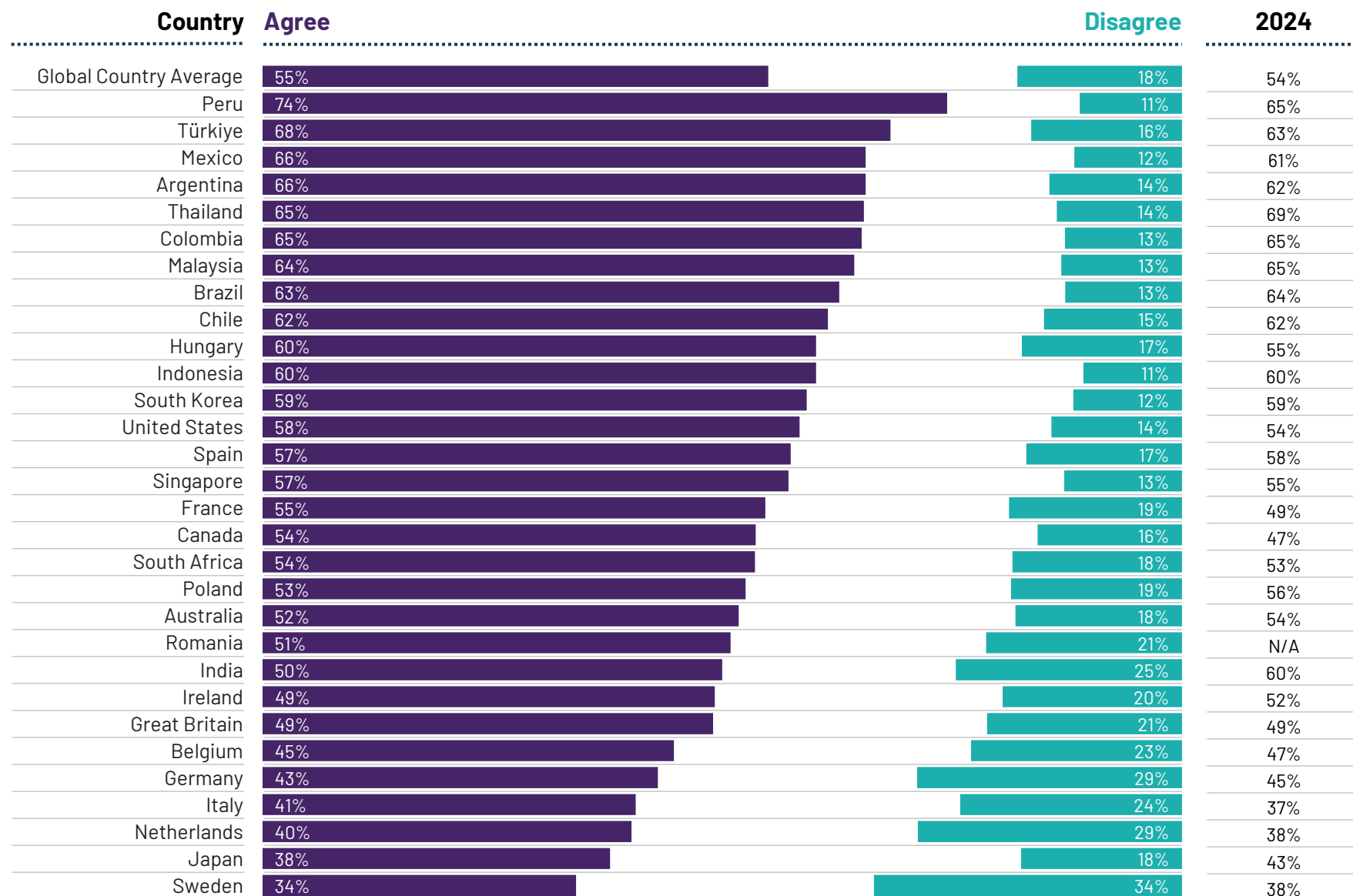
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

I am concerned that my personal data will be made available to third parties (government, private companies) without my consent

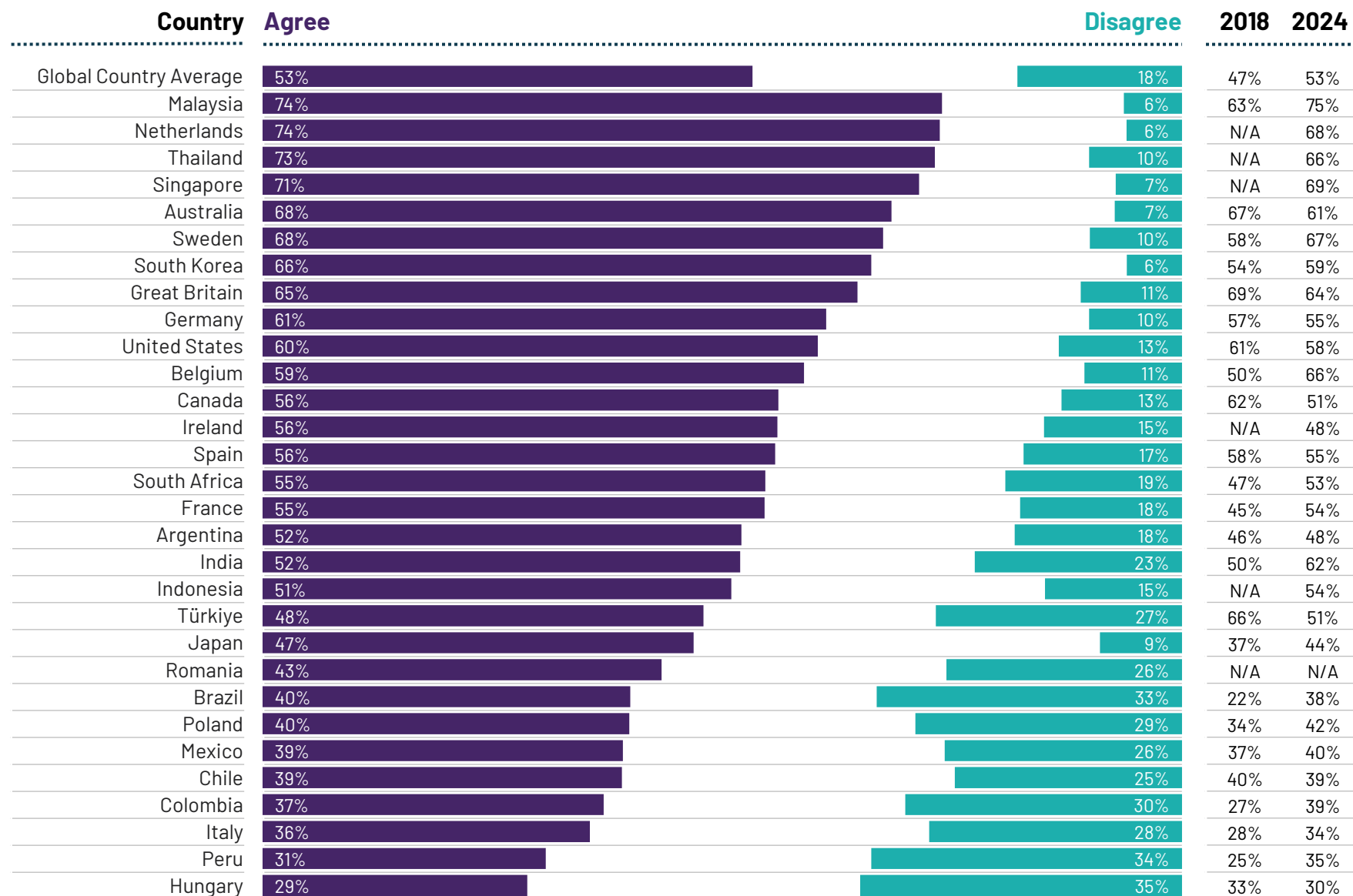
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

In my country, information about healthcare services is readily available when I need it

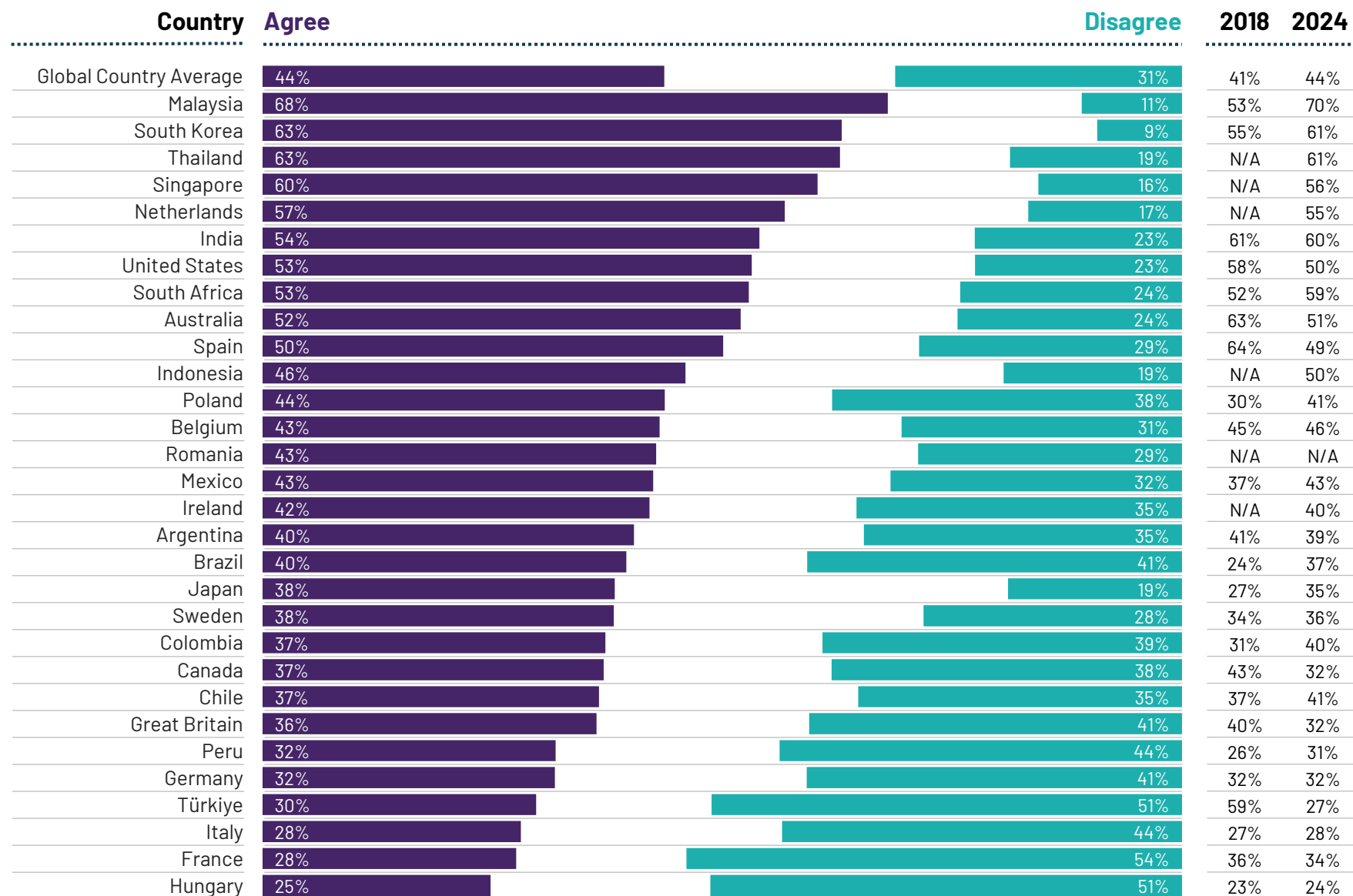
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

I find it easy to get an appointment with doctors in my local area

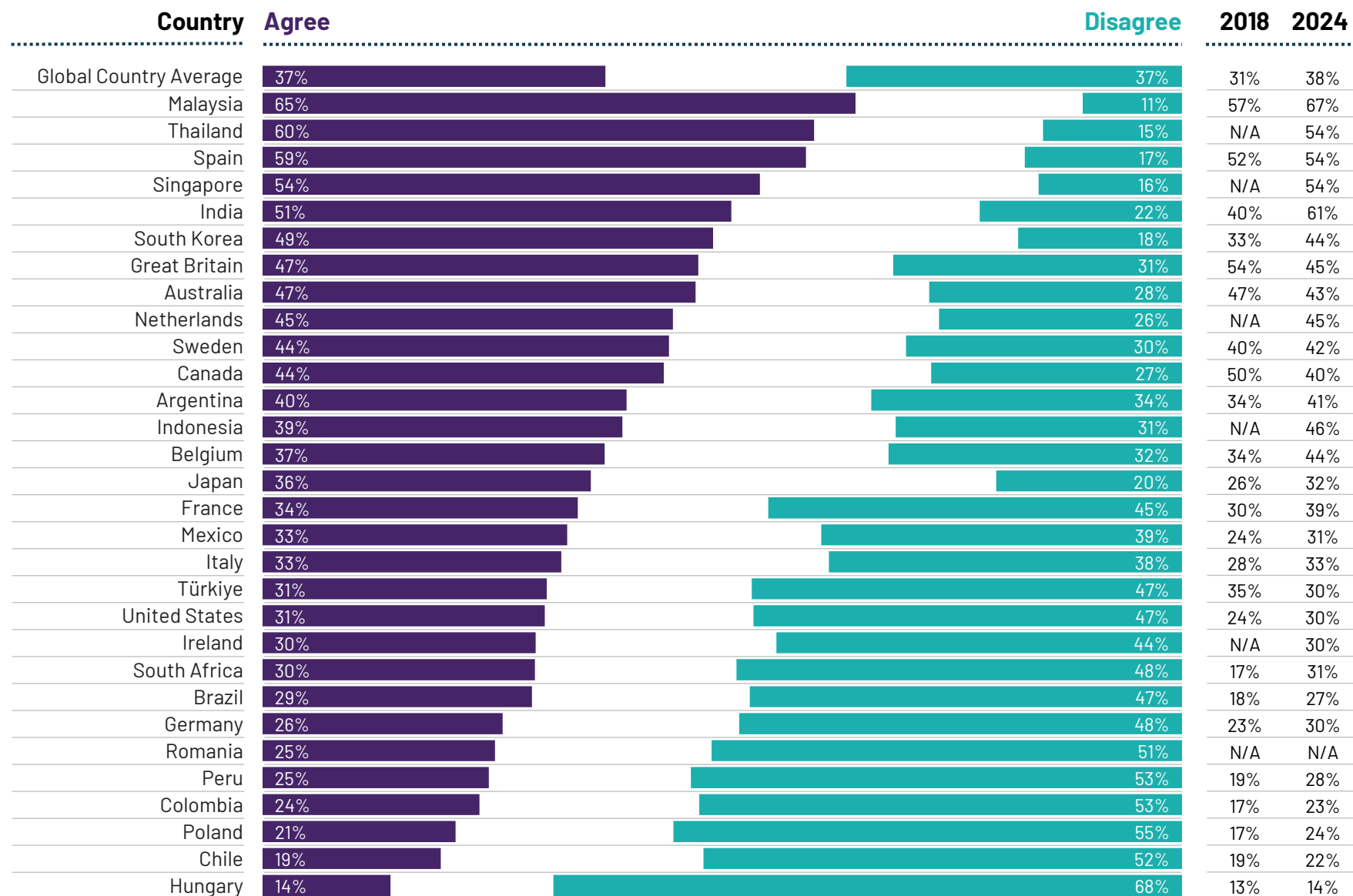
Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



To what extent do you agree or disagree with the following statements?

The healthcare system in my country provides the same standard of care to everyone

Base: 23,172 online adults under the age of 75 across 30 countries, interviewed 25 July – 8 August 2025.



Methodology



METHODOLOGY

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, July 25, and Friday, August 8, 2025. For this survey, Ipsos interviewed a total of 23,172 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Indonesia, Italy, Japan, Spain, Türkiye, and the U.S., and 500 individuals each in Argentina, Chile, Colombia, Hungary, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Singapore, South Africa, South Korea, Sweden, and Thailand. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada,

France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

India’s sample represents a large subset of its urban population — social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country’s sample best reflects the demographic profile of the adult population according to the most recent census data. “The 30-Country Average” reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos’ use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.



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