

# THE FUTURE OF WEIGHT LOSS

TREND DIGEST 2025

## Consumer Insights on GLP-1 Medications



**Weight loss medications are reshaping how people manage their health and how they eat.**

*As weight management evolves, so do eating habits. What does this mean for the future of food and drink and are brands ready for the shift in appetite and consumption?*



Consumer Experts, Insight Driven

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## EDITORS



Kate Kehoe  
Marketing Manager  
at FMCG Gurus



Simona Tweedie  
Lead Analyst  
at FMCG Gurus

## EDITOR'S NOTE INTRODUCTION

The weight loss landscape is changing rapidly, and few trends illustrate this shift more clearly than the rising popularity of GLP-1 medications like Ozempic and Wegovy. Once relatively unknown, these drugs have entered mainstream conversation, with growing numbers of consumers turning to them in search of faster,

easier weight loss solutions. FMCG Gurus' consumer insights suggests that almost one in five consumers globally say they use GLP-1 medications in some form.

While many see these treatments as effective and convenient, opinions remain mixed. Concerns about safety, side effects, and long-term health impacts are prompting hesitation. In fact, the majority of GLP-1 users report experiencing side effects, ranging from mild discomfort to severe symptoms that, in some cases, have led users to consider stopping treatment altogether.

At the same time, there's growing demand for more natural and food-based alternatives. Seven in ten consumers say they are interested in food and drink products that naturally stimulate GLP-1 hormones.

These options are widely perceived as safer, healthier, and more cost-effective.

As a consumer insights and market research leader in the food and beverage space, we've gathered the latest data on how people are navigating this evolving category. From motivations and concerns to emerging product opportunities, this edition of our e-magazine unpacks what brands need to know now.

Whether you're a food, beverage, and supplements manufacturer, retailer, or innovator, understanding how consumers think about weight loss, across both pharmaceutical and natural paths, is key to staying ahead. Dive into our findings to discover where the market is headed, what consumers really want, and how your brand can respond.

## Consumer awareness of GLP-1 weight loss drugs and injections continues to grow, but opinions remain mixed



# 45%

of global consumers have heard of weight loss drugs/injections. 2024



**What are your perceptions of these drugs/injections?**  
**Global – Consumers that said they have heard of weight loss drugs/injections such as GLP-1 and Ozempic**

**41%** Positive

**40%** Negative

**19%** No opinion

Awareness of GLP-1 weight loss medications has grown rapidly over the past year. According to FMCG Gurus, 45% of global consumers were aware of weight loss drugs or injections in 2024. Interest in using these treatments is also increasing, with 41% saying

they would consider using GLP-1 drugs or injections for weight loss. Despite growing interest, consumer opinions remain divided. Many are drawn to GLP-1 medications for their perceived convenience, speed, and effectiveness. However, concerns persist, particularly

around safety, affordability, and ethical implications. Some worry about reinforcing unrealistic body standards, while others are concerned about access for people with Type 2 diabetes who rely on the drugs for medical treatment.

## Some consumers see GLP-1 medication as both effective and convenient, reflecting a broader desire for faster, easier weight loss solutions

You state you have positive perceptions of these drugs/injections. Why is this?

Please select all that apply.

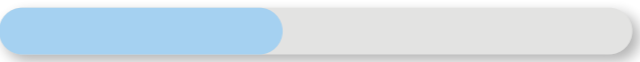
Global – Top 5 answers



**58%** A more effective way of losing weight than current weight loss supplements



**51%** Can address the obesity crisis



**44%** Offer something new to those who have previously struggled with weight loss

A leading consumer trend for 2025 is the demand for simple, hassle-free healthcare, and weight loss is no exception. In fact, 58% of consumers believe that weight loss drugs and injections are more effective than traditional supplements. GLP-1 medications, which typically require just one weekly dose, deliver faster results compared to daily supplements, making them a more convenient and appealing option.

Moreover, more than half of consumers believe these drugs could play a significant role in addressing the global obesity crisis. Notably, 44% say GLP-1 treatments provide a new and promising solution for individuals who have struggled to lose weight in the past.



## Despite their effectiveness, worries about safety and wellbeing are making some consumers cautious about trying GLP-1 treatments

You state you have negative perceptions of these drugs/injections.  
**Why is this? Please select all that apply.**  
Global



**63%**  
These drugs/injections do not sound safe.



**45%**  
Means that people do not have to try and eat healthy or exercise.

There are also growing concerns about the impact of GLP-1 drugs on mental and physical wellbeing. Among consumers with a negative view of these medications, FMCG Gurus' market research highlights that 63% cite safety concerns as their primary issue. Medications like Ozempic and Wegovy are associated with a range of side effects, including nausea, vomiting, and diarrhea, with more severe risks such as pancreatitis and kidney problems in some cases. Misuse of these drugs can also lead to long-term health complications, such as muscle loss, hypoglycemia (low blood sugar), and malnutrition.

Additionally, 45% of consumers believe that this medication promotes the idea that people no longer need to eat healthily or exercise, raising ethical concerns around long-term lifestyle choices. Many argue that relying on medication to manage weight may reinforce the notion that personal health can be outsourced, potentially absorbing consumers of self-responsibility and contributing to a distorted view of what constitutes as healthy.

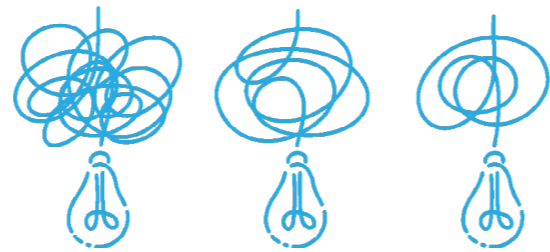




## Consumers face a lack of clear, reliable information about GLP-1 drugs and injections, leading to widespread confusion and misinformation

The rapid rise in popularity of GLP-1 drugs and injections has outpaced the availability of clear, research-backed information on their use for weight loss. As a result, many consumers remain uninformed and unsure about these treatments. In fact, 19% of global consumers are unable to say whether they view weight loss medication positively or negatively. This lack of clarity is contributing to growing misinformation,

particularly around how GLP-1 drugs fit into the broader landscape of weight management. While these medications can support effective weight loss, they are only successful when combined with a healthy diet and regular physical activity. Despite this, many consumers believe GLP-1 drugs are more convenient than traditional methods, often unaware that the drugs are not effective in isolation.



### 19%

Of global consumers say they do not have a positive or negative perception about these drugs/injections. 2024

### 12%

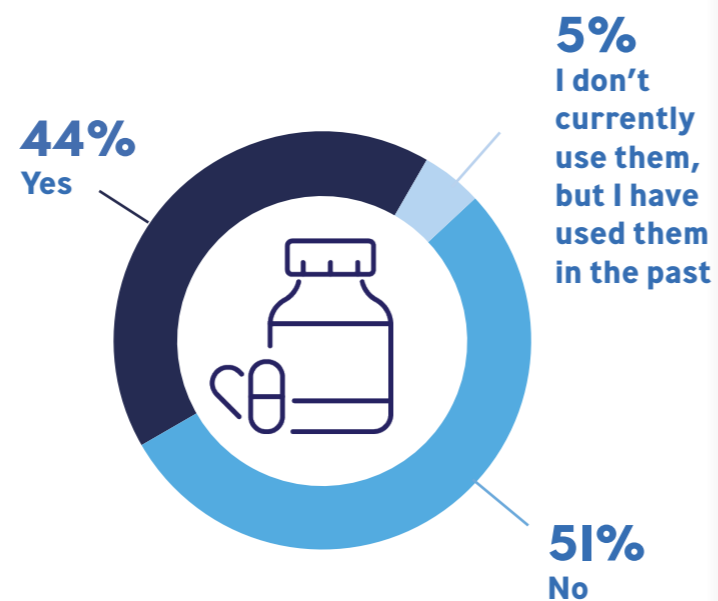
Of global consumers state they do not know enough about these drugs/injections to have a favourable opinion. 2024



## Almost 1 in 5 consumers worldwide are using GLP-1 medications in some form

Among consumers familiar with GLP-1 medication, 44% report using it in some capacity. When this is extrapolated to the overall sample, it suggests that around 16% of the total population are users. This figure is significantly higher than reported national and international usage rates, implying that many individuals may be obtaining the medication through private means, such as online sources or through friends and family, rather than through formal prescriptions from healthcare providers.

**Do you currently use GLP-1 drugs or injections such as Ozempic or Wegovy? 2025**  
**Consumers who are familiar with GLP-1 drugs or injections - Global**



The relatively high rate of usage also suggests that some individuals may be turning to GLP-1 treatments without meeting the clinical criteria for obesity, where traditional weight loss methods would typically be recommended by medical professionals.

In May 2025, FMCG Gurus asked 16,000 consumers if they currently use GLP-1 injections, like Ozempic or Wegovy. Of those who are familiar with GLP-1 drugs or injections, 44% said that they currently use this medication.



## The majority of GLP-1 users have experienced side effects while taking this medication

Over the past year, GLP-1 treatments have received significant media attention, with coverage ranging from highly positive to sharply critical. A key focus of the negative reporting has been the prevalence of side effects. Around 77% of users report experiencing side effects, indicating that such reactions are common with this form of treatment. The most frequently reported issues include stomach pain and nausea.

Notably, nearly four in ten (38%) of those who have experienced side effects say the symptoms were severe enough to make them consider stopping the medication. These findings underscore that GLP-1 treatments are not without risks and should be used selectively and under appropriate circumstances. The potential for severe side effects presents a long-term challenge for the industry, highlighting the importance of professional medical guidance to help manage and mitigate these reactions.

**77%**

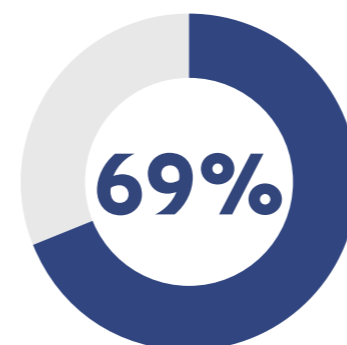
Of global consumers using GLP-1 drugs or injections say they have experienced side-effects. 2025

**38%**

Of consumers who have experienced side effects say the symptoms were severe enough to make them consider stopping the medication. 2025



## Seven in ten consumers express interest in food and beverages that naturally stimulate GLP-1 hormones



Of consumers would be interested in buying a food or beverage that stimulates GLP-1 hormones in a natural way. 2025



While opinions on GLP-1 medications tend to be more divided, consumers, whether already familiar with GLP-1 treatments or provided with a definition, generally hold a more positive view of food and beverages that naturally stimulate GLP-1 hormones. When asked why, most cited the perception that these are healthier options, and nearly half pointed to greater affordability.

FMCG Gurus' insights suggests that even among those who view GLP-1 drugs and injections favorably, there is an awareness of the associated risks. Many believe such treatments should be considered a last resort and not made too easily accessible. In contrast, naturally stimulating GLP-1 through diet is seen as a more desirable approach, consumers appear willing to accept slower or less dramatic results in exchange for reduced risk of side effects and complications.

# Next steps for brands in relation to the weight loss medication market

## #1

Develop products that naturally stimulate GLP-1 hormones to meet growing consumer demand for safer, non-medical weight management solutions.



## #2

Invest in consumer education to build trust and clarify the benefits of food-based alternatives to pharmaceutical weight loss treatments.



## #3

Position functional foods and beverages as part of a balanced lifestyle, not quick fixes, to align with consumer health concerns.



## #4

Collaborate with healthcare professionals to validate product claims and provide credible guidance on natural weight management solutions.



## #5

Track shifting consumer attitudes and side-effect concerns to inform product innovation and marketing strategies in real time.



# Additional reading

## FMCG Gurus - Weight Loss Medication: Usage, Trends, Challenges & What's Next - Global Report 2025

Over the past year, FMCG Gurus has explored the emerging impact of GLP-1 weight loss medication...

FMCG Gurus

Global Report

GLP-1



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## FMCG Gurus - Weight Loss: What's Next for the Market? - Trend Report 2025

This report dives into the complex relationship between weight loss medication...

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Weight Loss



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## FMCG Gurus - The Obesity Crises Over the Next Decade: Evaluating Opportunities and Challenges Around Weight Loss Drugs - Trend Report 2024

GLP-1 drugs and injections are becoming increasingly popular tools for weight loss...

FMCG Gurus

Trend Report

Weight Loss

## FMCG Gurus - Shrinking Appetites The GLP-1 Impact on Snacking - Global Report 2025

This global report explores the influence of GLP-1 medication consumer purchasing behavior...

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Info@fmcggurus.com



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0044 207 096 0559



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