

HOW DO SEMAGLUTIDES IMPACT CONSUMERS' BEHAVIORS IN THE HEALTH, FOOD, AND BEAUTY INDUSTRIES ?

Scope of work:

Analysis of spontaneous conversations from social media, forums, and blogs in the US 2020 – April 2024

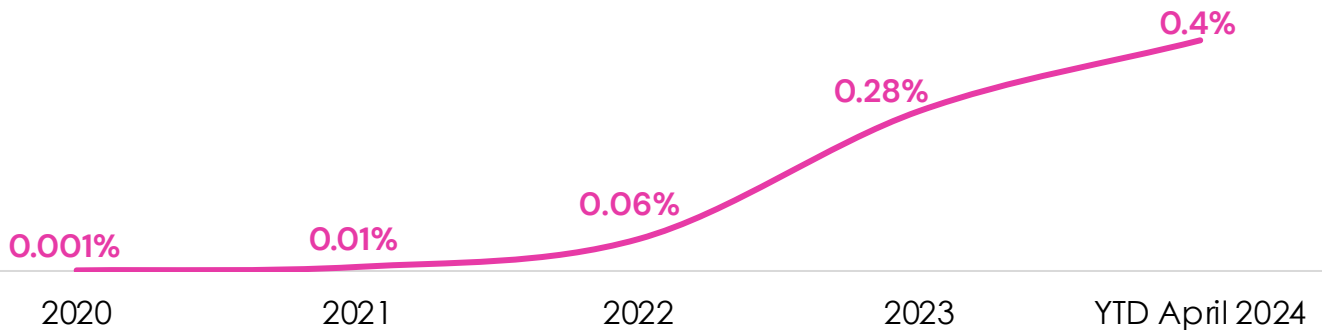
THE TREND

SEMAGLUTIDES CONVERSATION PENETRATION SURGED

DRASTICALLY, MULTIPLYING BY 4,000 FROM 2020 TO 2024

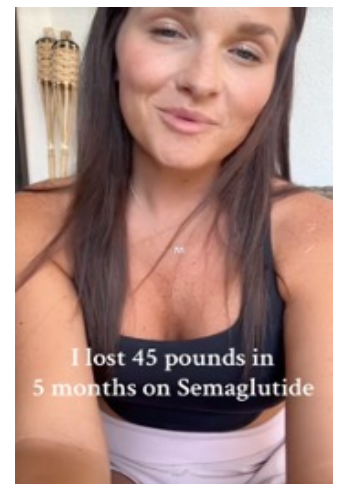
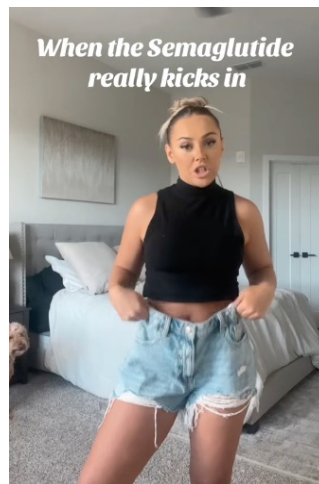
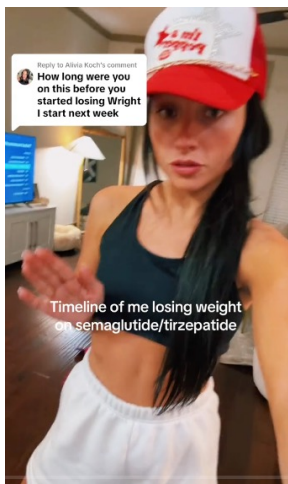
PENETRATION OF SEMAGLUTIDES CONVERSATIONS

% of total conversations about wellness in the US (2020- YTD April 2024)



weight
good work
feel eat
weightloss
need try
pounds
Protein day
berberine
lose wegovy
ozempic help
week month
start insurance
mounjaro

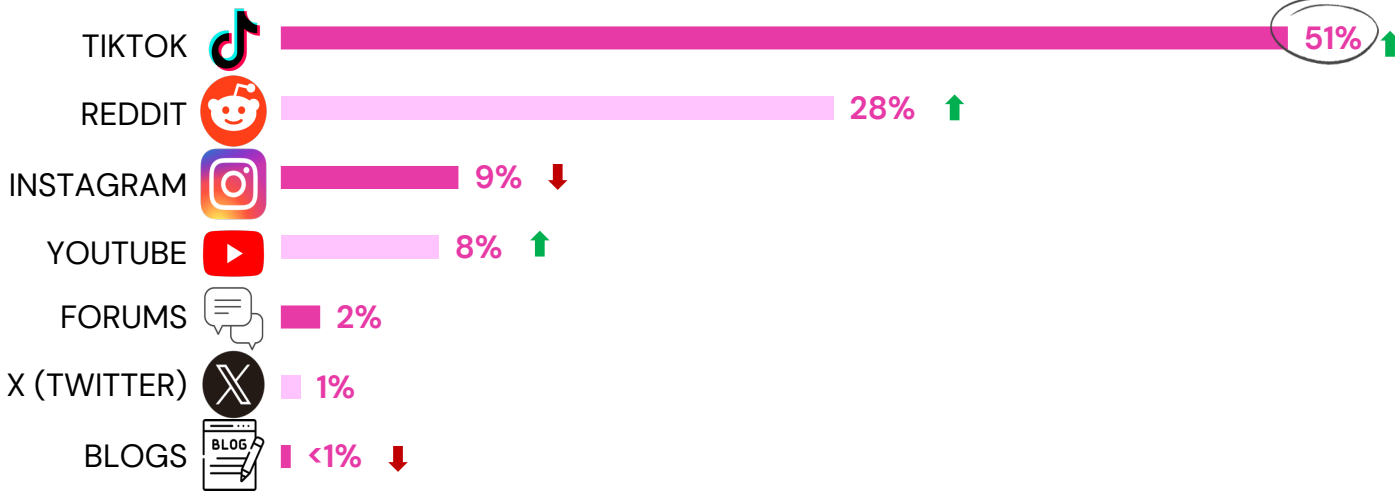
#saxenda #wegovyweightloss
#diabetes #mounjarojourney
#insulinresistance #trulicity
#berberinesupplement #wegovy
#berberine #pcos #ozempic
#weightloss #ozempicweightloss
#metformin #mounjaro #glp1
#tirzepatide #semaglutide



4 MAIN PROFILES OF USERS

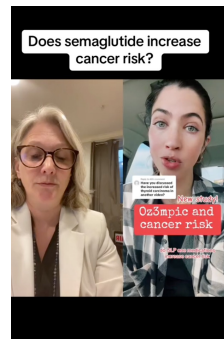
PLATFORM DISTRIBUTION

% of total conversations about Semaglutides in the US (2020- YTD April 2024)



SEMAGLUTIDES CONSUMERS

Documenting daily progress and side effects



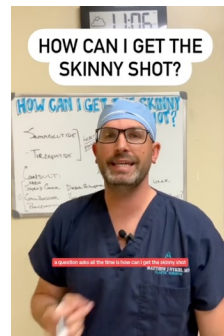
GPs

Advising on suitability and risks



PHARMACISTS

Recommending supplements to alleviate side effects



PLASTIC SURGEONS/ DERMATOLOGISTS

Offering beauty tips for consumers

MAIN DRIVERS OF CONVERSATION



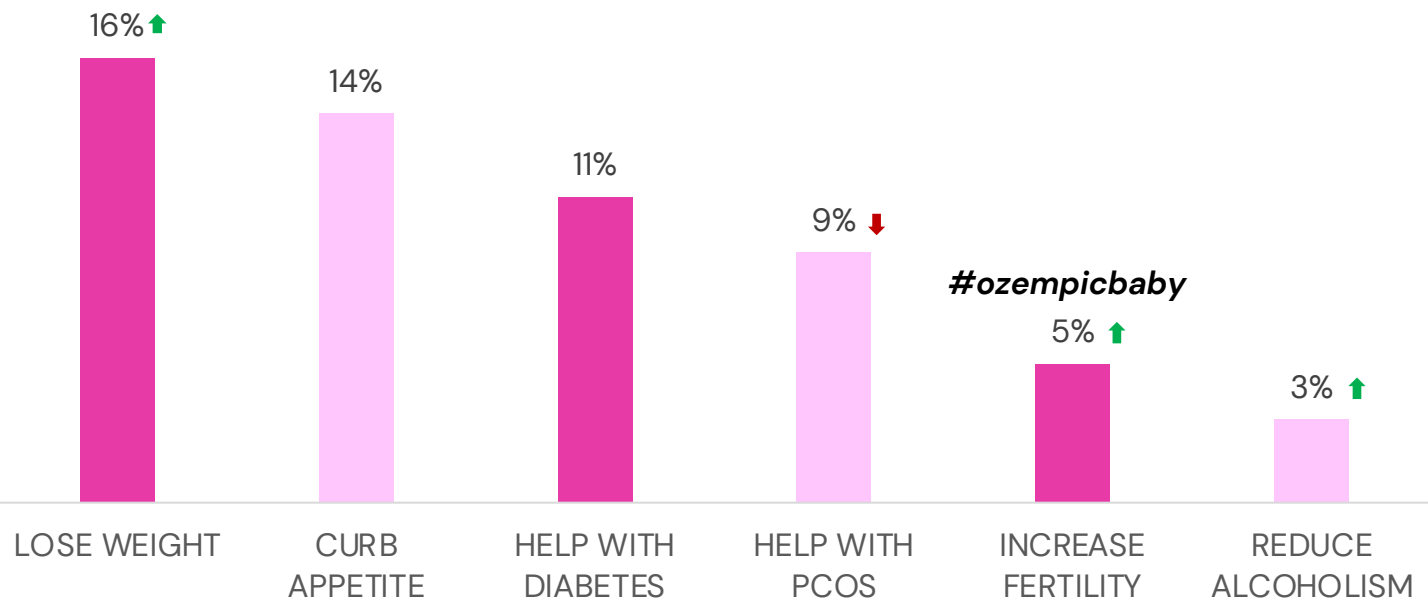
58%

of conversations mention motivations

**WHILE WEIGHT LOSS IS THE PRIMARY REASON,
CONSUMERS ALSO MENTION OTHER MOTIVATIONS**

TOP MENTIONED MOTIVATIONS

% of total conversations about Semaglutides in the US (2020- YTD April 2024)



MAIN DRIVERS OF CONVERSATION



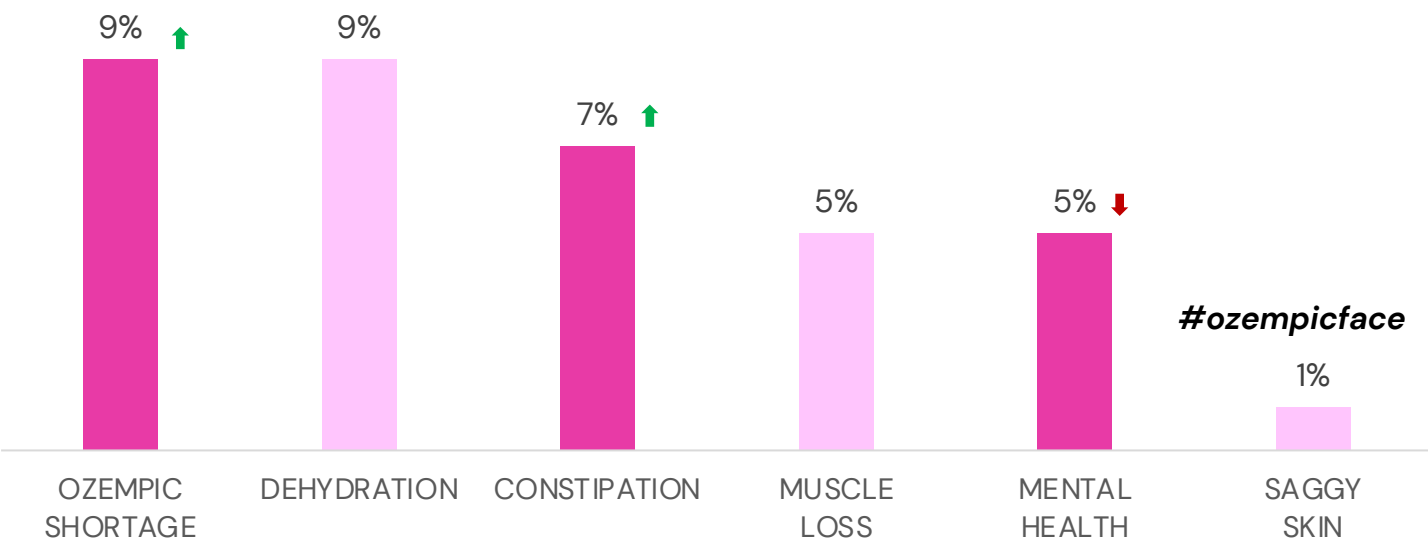
48%

of conversations mention side effects or pain points

SEMAGLUTIDES ARE NOT A MIRACLE CURE

TOP MENTIONED BARRIERS & PAIN POINTS

% of total conversations about Semaglutides in the US (2020- YTD April 2024)



#ozempicface

MAIN DRIVERS OF CONVERSATION



30%

of conversations mention complementary treatments

TO ALLEVIATE SIDE EFFECTS WHEN USING SEMAGLUTIDES



Supplements (13% of total semaglutides conversations):

Top supplements include magnesium, biotin, collagen, vitamin B12, probiotics, leucine, amino acids, and prebiotics



Diets (11%):

Consumers focus on high-protein or high-fiber diets, with some choosing the Keto diet to speed up weight loss



Exercise (6%):

Most consumers focus on weight training or floor-based exercises to prevent muscle loss caused by semaglutides

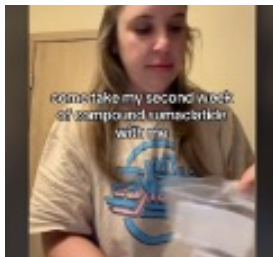
MAIN DRIVERS OF CONVERSATION



18%

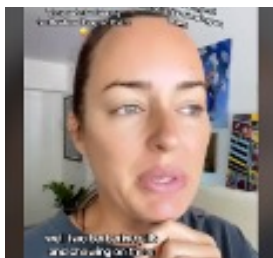
of conversations mention seeking alternatives

THAT ARE CHEAPER OR MORE NATURAL



Compound Semaglutides (11% of total semaglutides conversations):

Consumers often subscribe to online options like Ro, Zealthy, and Henry Meds, which offer cheaper prices



Berberine (5%):

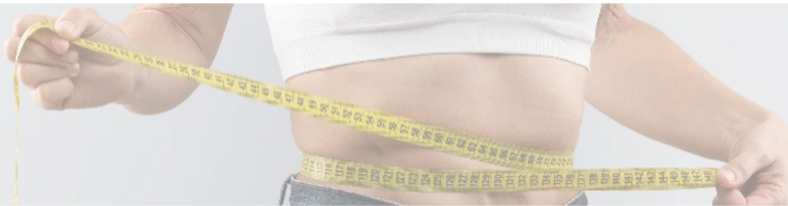
Also called "Natural Ozempic". Consumers concerned about side effects or new to the category may choose natural but less effective alternatives



Panax Ginseng (2%):

Consumers seeking herbal options turn to Panax ginseng for weight loss due to its metabolism-boosting effects

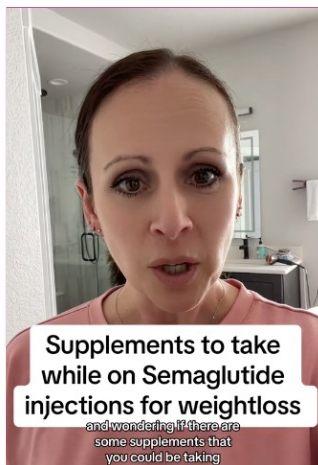
THE OPPORTUNITIES



SEMAGLUTIDES DISRUPTED CONSUMERS' BEHAVIORS IN THE HEALTH, FOOD, AND BEAUTY INDUSTRIES

HEALTH & WELLNESS INDUSTRY

(71% of total Semaglutides conversations)



Supplements to take while on Semaglutide injections for weightloss

and wondering if there are some supplements that you could be taking

Consumers pay particular attention to **supplement intake** due to nutrient deficiencies

“ **Supplements to take while on Semaglutide injections** for weightloss
#semaglutide #glp1
#weightloss #tirzepatide

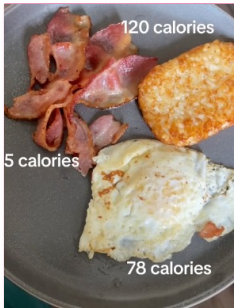
“ **Mental health check in** - it's been a tough few months ❤️
#fyp #ozempic #mentalhealth”

Consumers have **opposing views** on mental health when consuming **semaglutides**; some mentioned worsened depression while others feel happier



FOOD INDUSTRY

(27% of total Semaglutides conversations)



Consumers are looking for **smaller portion food** as semaglutides will curb their appetite

“ Here’s a mini **What I eat in a Day: Ozempic Edition**. (...) I get hungry throughout the day, **but get full fast and eat smaller portion** #whatieatinaday...”

“ I like my meals thick! Dont skip out on dessert either! **#Ozempic**”

Consumers seek **high-protein food options** like chicken breast and try to avoid alcohol, which can be challenging when dining out with friends or on a date

Dating now that everyone's on Ozempic



BEAUTY INDUSTRY

(5% of total Semaglutides conversations)

Ozempic Face.
Can we treat it?



Aesthetic procedures such as **facial fillers** are sought by consumers who experience **saggy skin** after significant weight loss

“ GLP-1 will leave excess skin such as **"turkey neck"**. I have that now and I'm thinking of **getting a plastic procedure**.

“ **#facecare**
#mounjarojourney
#baddies #GLP1 #glp1

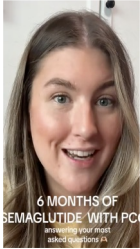
Quick Tip
Ozempic Face



Consumers use skincare with **active ingredients** like GKH-CU peptide to tackle the **'Ozempic face' issue**. Popular brands include Murad and SkinCeuticals

6 MAIN PERSONAS

PCOS FIGHTERS



“ *I have been Ozempic for My pcos. It's LIFE CHANGING.*

TYPE 2 DIABETIC PATIENTS



“ *I'm type 2 diabetes... bc it helps with weight loss.*

WEIGHTLOSS SEMAGLUTIDES ADVOCATE



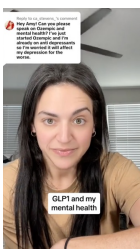
“ *One month on Ozempic to see (weight loss) results (...)*

FRUSTRATED SEMAGLUTIDES QUITTERS



“ *I was off of it for 2 months and gained all back. My cravings were 2x worse.*

MENTAL HEALTH STRUGGLERS



“ *The last 6 weeks I've been more Sad- worse anxiety with periods.*

SEMAGLUTIDES-TRIGGERED PREGNANCIES



“ *I got pregnant on Wegovy, tried for 6 months before.*

6 MAIN PERSONAS

PCOS FIGHTERS



PROFILE

- 20-50 women
- PCOS
- Turn to semaglutides after long struggling with weight control

PAIN POINTS

- Weight fluctuates when stopping the use of semaglutides
- Feel judged for taking the easy way out

TYPE 2 DIABETIC PATIENTS



PROFILE

- Men and women with diabetes
- Often prescribed Ozempic to assist with weight management

PAIN POINTS

- Side effects like nausea and gut discomfort
- Ozempic shortage due to the increasing use for weight loss

WEIGHTLOSS SEMAGLUTIDES ADVOCATE



PROFILE

- 20-50 yo women
- Take semaglutides solely for weight loss purposes

PAIN POINTS

- Feel judged for being blamed for the "Ozempic shortage"
- High costs push them to compounded semaglutides

6 MAIN PERSONAS

FRUSTRATED SEMAGLUTIDES QUITTERS



PROFILE

- Men and women who have tried Ozempic and experience withdrawal symptoms after discontinuing its use

PAIN POINTS

- Weight fluctuation
- Experience withdrawal symptoms, including saggy skin (“Ozempic face” or “Ozempic butt”)

MENTAL HEALTH STRUGGLERS



PROFILE

- Men and women who have depression or anxiety
- Feel worse when losing the comfort of food or alcohol as coping mechanisms due to suppressed appetite

PAIN POINTS

- Make it difficult to continue semaglutides with worsened mental states

SEMAGLUTIDES- TRIGGERED PREGNANCIES



PROFILE

- 25–35 yo women
- Struggle to conceive, they become happily pregnant after starting semaglutides

PAIN POINTS

- Have concerns about birth defects and miscarriages related to conception while using semaglutides

CONTACT US TO LEARN MORE:

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