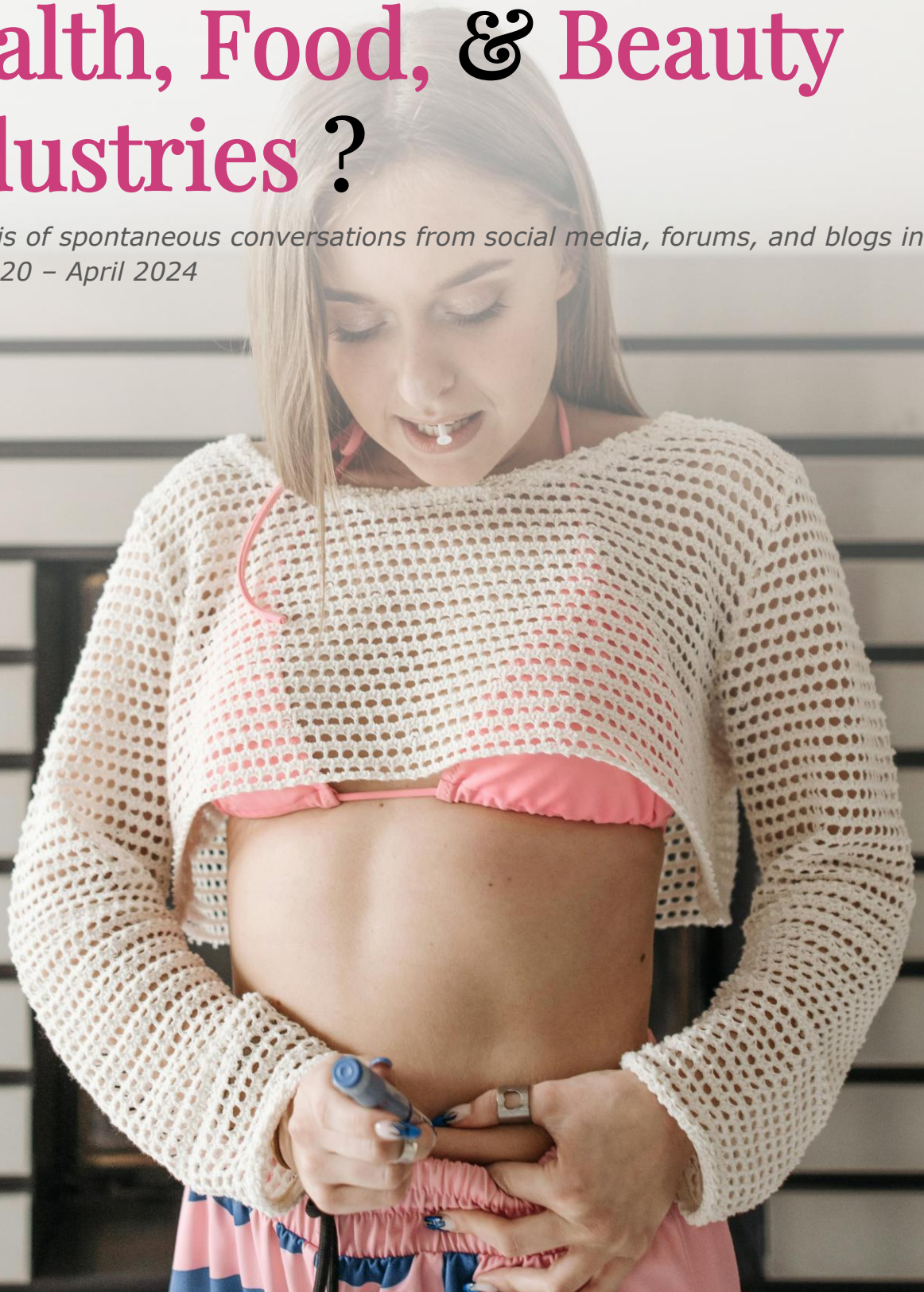


How do Semaglutides impact Behaviors in the Health, Food, & Beauty Industries ?

*An analysis of spontaneous conversations from social media, forums, and blogs in
the US 2020 - April 2024*



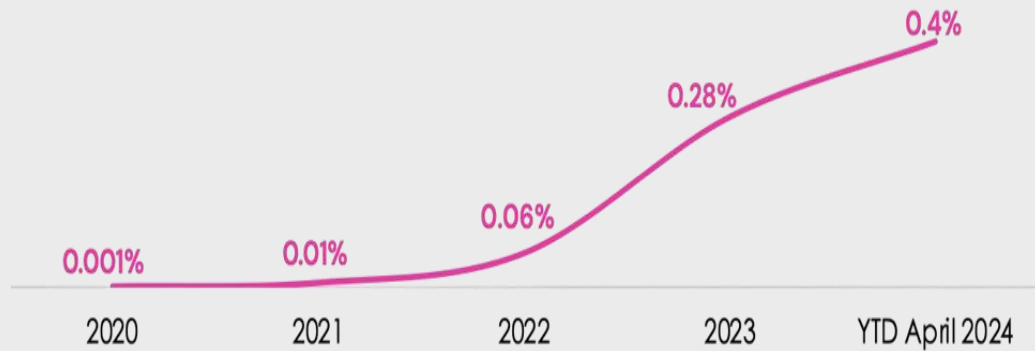
The Trend



Semaglutides conversation penetration surged drastically: x 4,000 from 2020 to 2024.

Penetration of Semaglutides Conversations

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



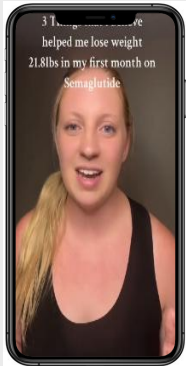
Top Hashtags & Keywords

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

Semaglutides Consumers



Documenting **daily progress** and **side effects**.

GPs



Advising on **suitability** and **risks**.

Pharmacists



Recommending supplements to alleviate side effects.

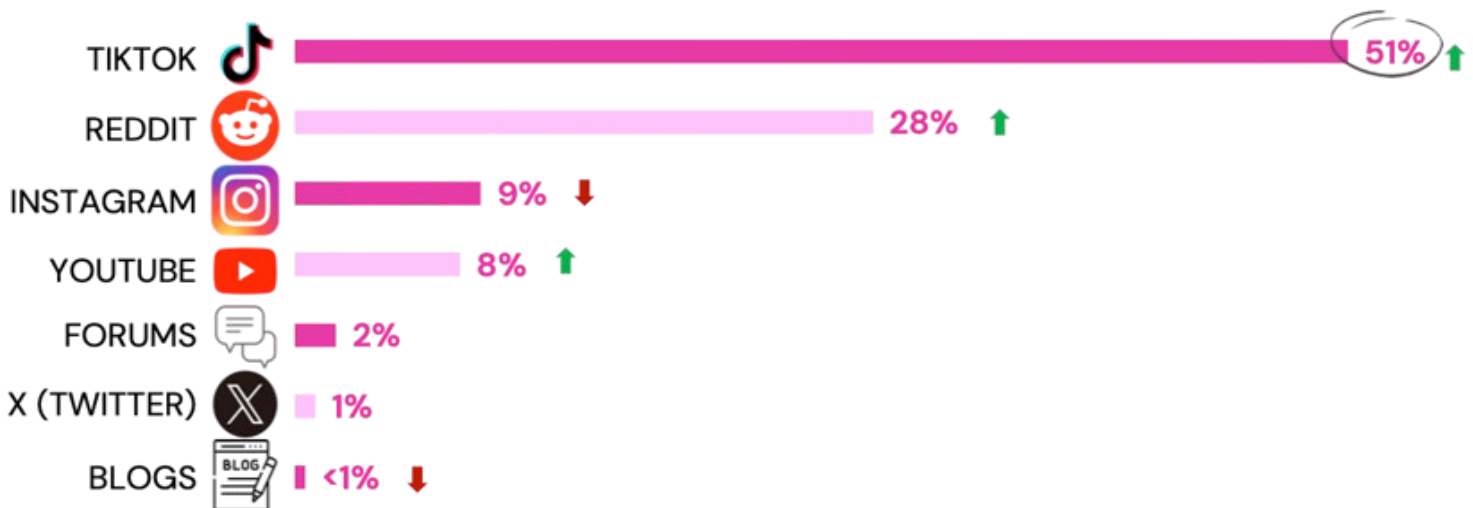
Plastic surgeons/Dermatologists



Offering **beauty tips** to consumers.

Platform Distribution

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



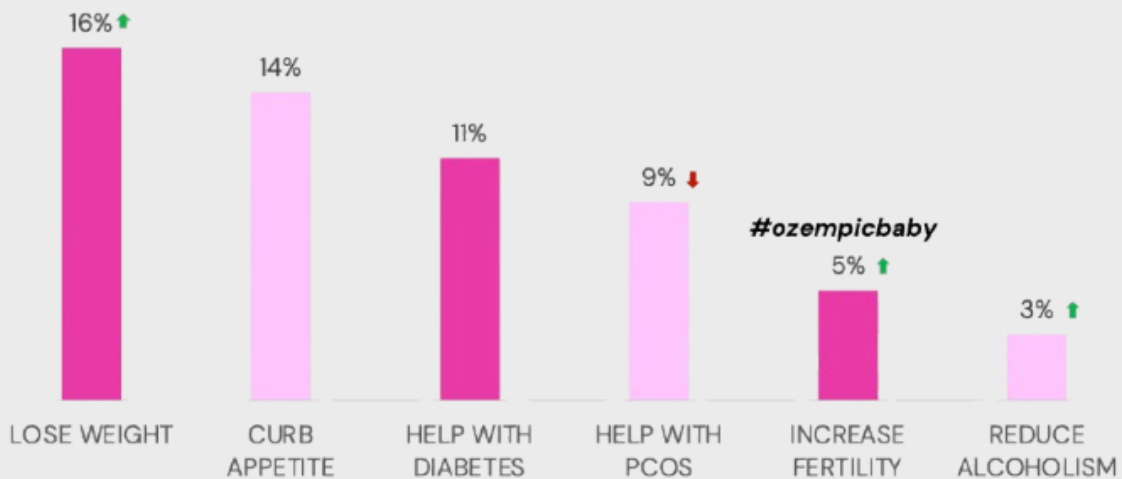
Main Drivers of Conversations



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)



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

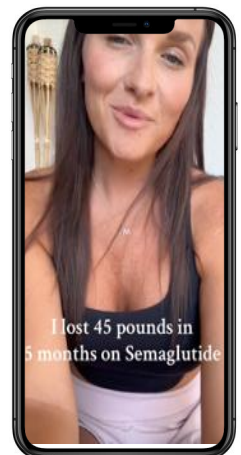
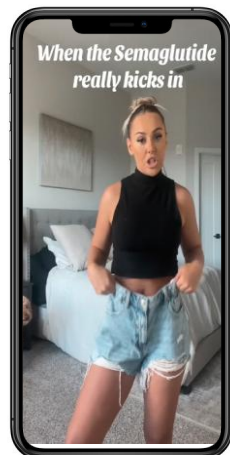
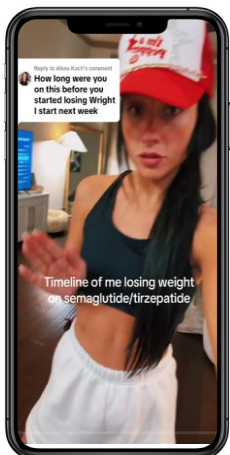
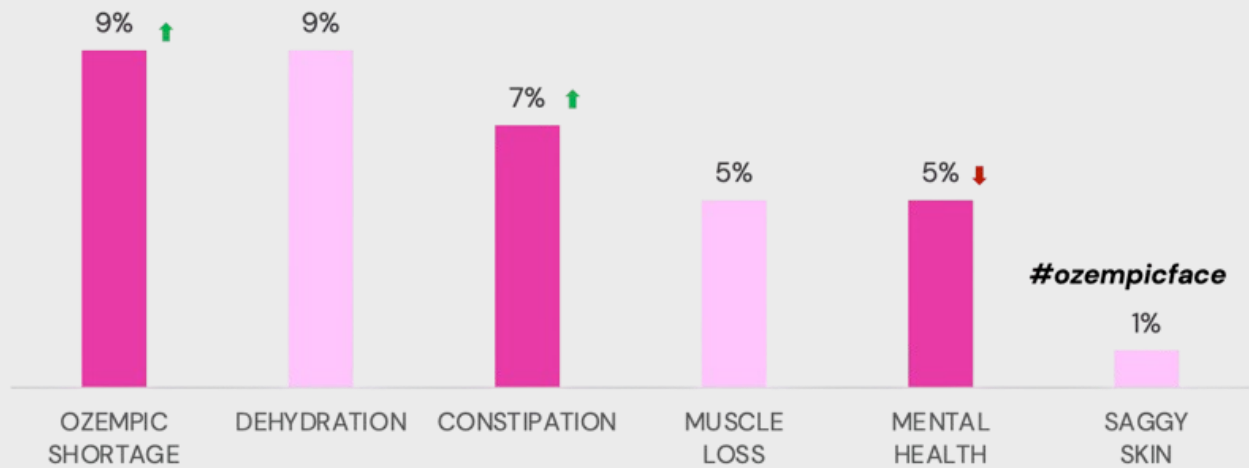
Main Drivers of Conversations

48%
of conversations mention
side effects or pain points

Semaglutides are not a
miracle cure.

Top mentioned barriers and pain points

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



Main Drivers of Conversations

30%

of conversations mention **complementary treatments to alleviate side effects** when using semaglutides

Supplements (13% of semaglutides posts)

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



“

My Top 3 Supplements as I begin my journey #semaglutide #glp1 #semaglutideforweightloss **#magnesiumcitrate #collagen #electrolyte**

Diets (11% of posts)

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



“

I am not at a high BMI right now (although a good 3 points higher than I would like), and **I use 1.0mgL of Ozempic once a week in combination with Keto**, my bi-weekly fast-mimicking diet to drop these last 10 lbs (again) for good.

Exercise (6% of posts)

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



“

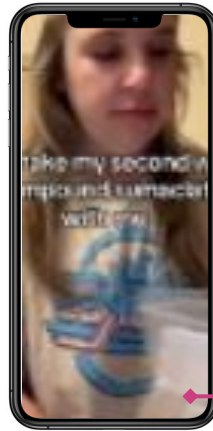
The issue I hear about with regard to Ozempic is the **loss of muscle mass.** Patients on Ozempic must **alter their exercise regimen in order to prevent significant muscle loss.**

Main Drivers of Conversations

18% of conversations mention **seeking alternatives** that are **cheaper** or **more natural**

Compound Semaglutides (11% of semaglutides posts)

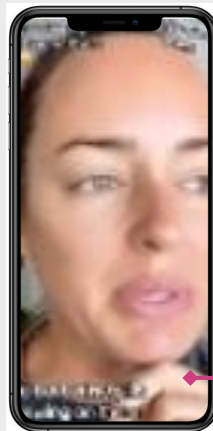
Consumers often subscribe to online options like Ro, Zealhy, and Henry Meds, **which offer cheaper prices.**



“When I can actually see a difference in my body composition 🤔🤔🤔
#compoundsemaglutide
#compoundglp1
#weightloss

Berberine (5% of posts)

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



“I've seen that berberine has been referred to as "Nature's Ozempic."

Panax Ginseng (2% of posts)

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



“My experience with **Panax Ginseng** is that **it takes 2-3 months** to start showing an effect

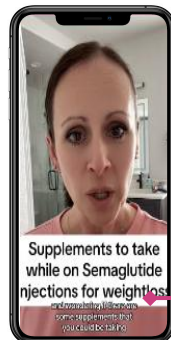
The opportunities



Semaglutides have disrupted consumers' behaviors in the health, food, and beauty industries.

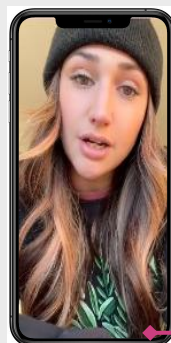
Health & Wellness Industry (71% of Semaglutides posts)

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



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

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



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

The opportunities

Food Industry (27% of Semaglutides posts)

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...”

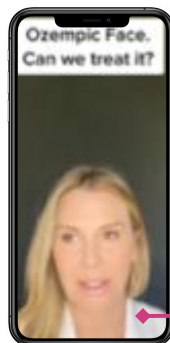
Consumers seek **high-protein food options** like chicken breast and try to avoid alcohol, which can be challenging when dining out with friends or on a date.



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

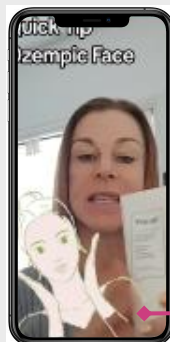
Beauty Industry (5% of Semaglutides posts)

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



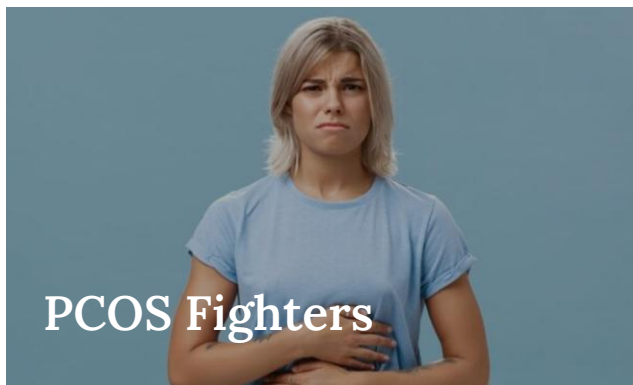
“ *GLP-1 will leave excess skin such as "turkey neck". I have that now and I'm thinking of getting a plastic procedure.*

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



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

6 main personas



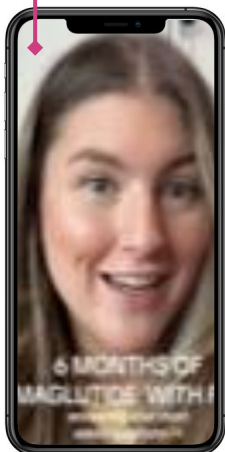
PCOS Fighters

PROFILE

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

PAIN POINTS

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



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



Type 2 Diabetic Patients

PROFILE

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

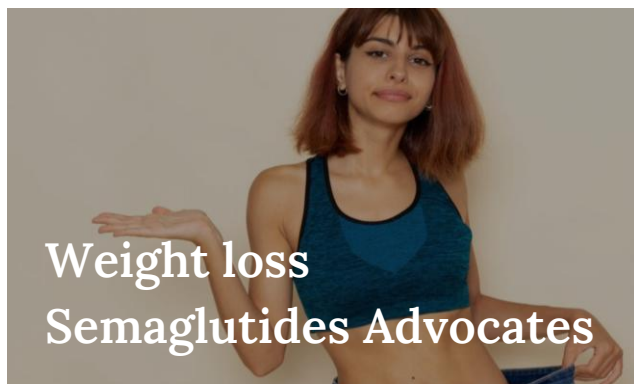
PAIN POINTS

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



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

6 main personas



Weight loss Semaglutides Advocates

PROFILE

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

PAIN POINTS

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



“

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



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")



“

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

6 main personas



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



“

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



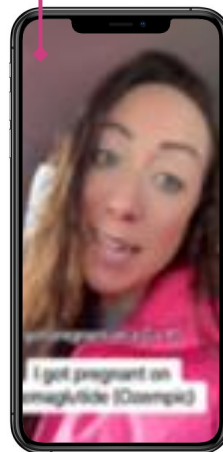
Semaglutides-Triggered Moms to Be

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



“

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

semantiweb

Listen
Decode
Act

Contact us to learn more

Pierre Dubosc

✉ pierre@semantiweb.com

☎ 917 557 0394