

Opinium

Weight loss drugs



Key findings

15 October 2025

## Project details

PROJECT NUMBER	
PROJECT NAME	Weight loss drugs
CLIENT COMPANY NAME	Opinium
PROJECT MANAGER NAME	Andrew Bradley
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SAMPLE	2000 UK Adults
FIELDWORK DATES	4th July – 8th July 2025

## Weight Loss Drugs

### 11 million Brits would be open to taking weight loss drugs

Whilst the majority (89%) of the UK have heard of weight loss drugs such as Ozempic, Wegovy and Mounjaro, only 7% say they are currently taking, or have previously taken such medication in the past. Two fifths (40%) report only knowing a little about weight loss drugs, while just over one in ten (13%) say they know a lot. Meanwhile, under one in ten (8%) have not heard of weight loss drugs before.

Among those who have never taken weight loss drugs, over one in five (22%), or 11 million adults, say they would be open to doing so, with a near one in ten (8%) saying they would definitely consider it. Millennials are the most open to taking a weight loss drug, with a third (33%) being open to taking them, over double the proportion of Boomers open to the medication (14%).

What's more, nearly a quarter (23%) of UK adults who are open to taking weight loss medication would be willing to pay for the use of such treatments. Millennials again are most likely to pay for the treatment (35%), whereas just 11% of boomers would do so. In contrast, nearly half (46%) would not be willing to pay, while just over a quarter (28%) don't know.

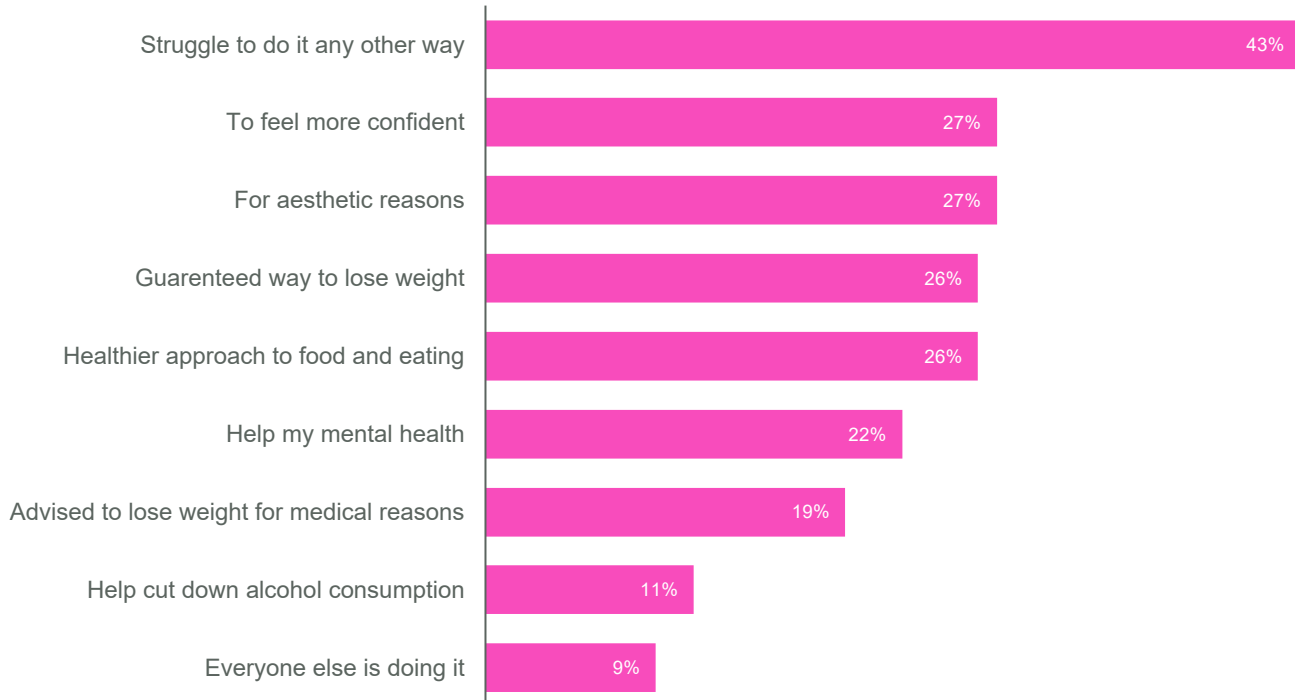
### One in ten considering weight loss drugs due to FOMO

Of those who have or would consider taking weight loss treatments, the main reason was wanting to lose weight despite struggling to do so through other means, including exercise and dieting (43%), with women significantly more likely to cite this reason than men (52% vs 34% respectively). Wanting to feel more confident and losing weight for aesthetic reasons (each 27%) were both also significant reasons. However, of those that have taken weight loss drugs, only 18% have done so for aesthetic reasons, rising to 31% of those who would take or consider weight loss drugs.

Meanwhile, just over a quarter have or would consider weight loss drugs because it is a guaranteed way to lose weight or because they thought it would help them to have a healthier approach to food and eating habits (each 26%). Around one in five believe/believed it would help their mental health (22%), and just under a fifth (19%) said they were/have been advised to lose weight for medical reasons.

Interestingly, almost one in ten (9%) cited that they have, or would consider taking a weight loss drug because it seems like everyone else is doing it and they don't want to miss out.

### % of the reasons for those who have, or would consider taking weight loss drugs



## Weight loss drugs should be more available to the public say one in four

Over a quarter (26%) agree that weight loss drugs should be made more readily available as weight loss treatment for public consumption, with nearly one in ten (9%) saying they strongly agree. Those that have taken weight loss drugs in the past are over twice as likely to agree that they should be made more readily available (56% compared to 26%). However, nearly two fifths (37%) disagree with this sentiment.

A quarter (24%) of UK adults also agree that the benefits of weight loss drugs are worth any potential side effects. Once more, those that have taken weight loss medication previously are considerably more likely to say the benefits of weight loss medication are worth the side effects (60%). Meanwhile two fifths (42%) believe that weight loss drugs are the only option for some people to lose weight/become healthier.

In addition, 27% believe that the NHS should fund weight loss prescriptions for a wider group of people beyond the current criteria, rising to over a third (34%) of Gen Z and 35% of Millennials. However, Boomers and Gen X (16% and 27% respectively) are less likely to agree, as are those who have heard of weight loss drugs but don't know about them (18%).

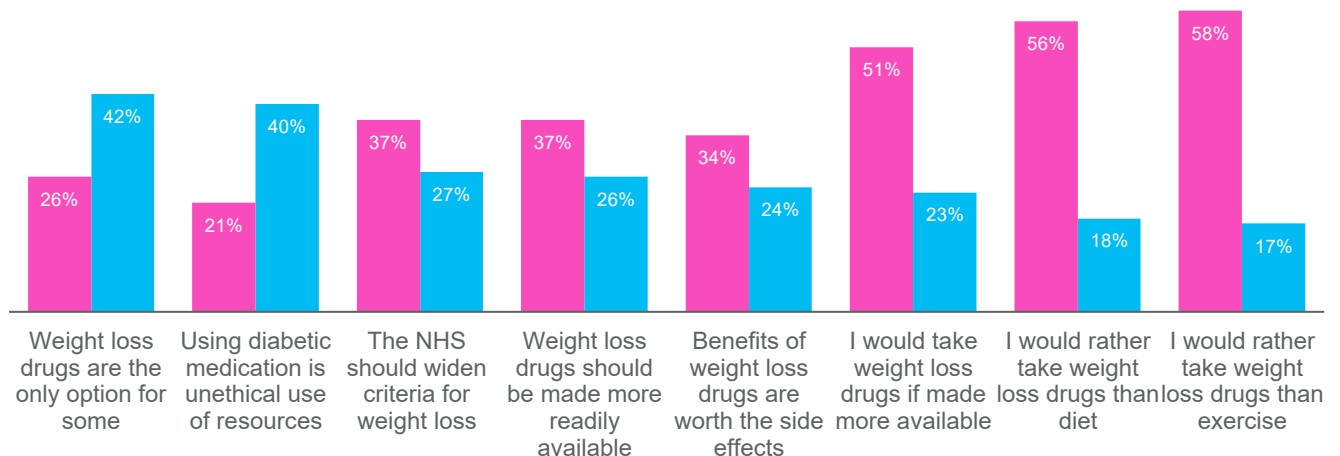
However, two fifths (40%) of UK adults feel that using diabetic medication for weight loss is an unethical use of medical resources. Nearly half (47%) of Gen Z agree with the statement compared to with just over a third (34%) of Gen X.

## One in four would take weight loss drugs if they were readily available to them

Just under one in four (23%) have stated they would take weight loss drugs if they were made more readily available to them, rising to nearly one in three (31%) of Millennials and 29% of Gen Z. In contrast, just over half (51%) would not take a weight loss drug even if they were more readily available.

Over half (56%) said they would prefer to go on a diet than use weight loss drugs, rising to 64% of Boomers, and 75% of silent generation. However, a quarter (25%) of both Gen Z and Millennials said the contrary and would rather take weight loss drugs. In very similar fashion, 58% also said they would rather exercise in order to lose weight than take weight loss drugs.

### How far do you agree or disagree with the following statements:

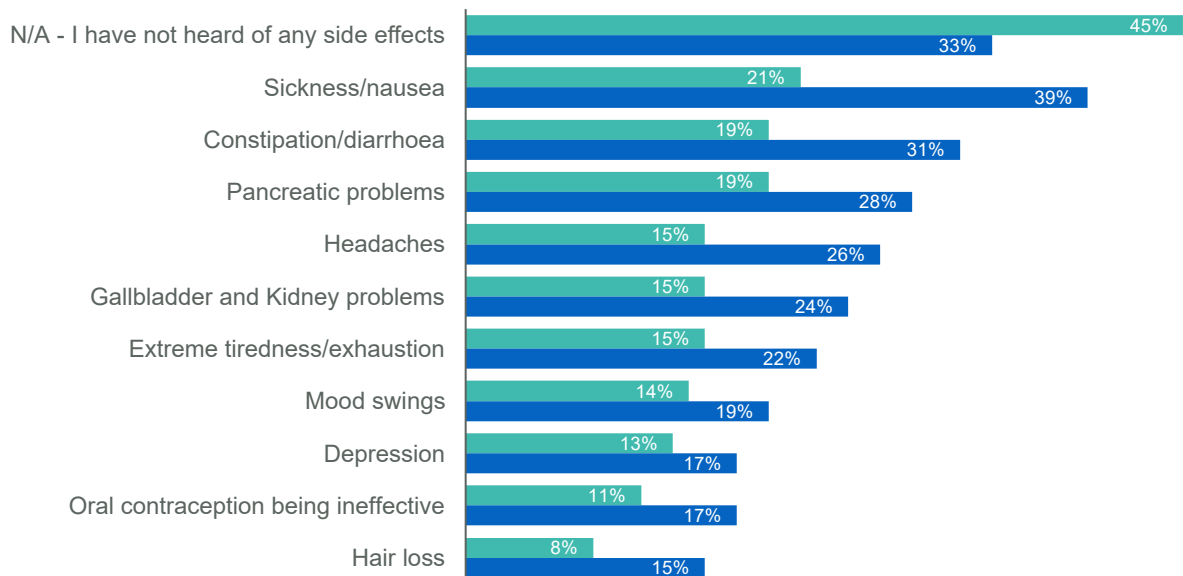


## Women more likely than men to know about potential side effects of weight loss drugs

Women are more likely than men to be able to name potential side effects of taking weight loss drugs. In general, the most well-known side effect was sickness/nausea (30%), however just 21% of men are aware of this compared to nearly two fifths of women (39%).

Constipation/diarrhoea was the second most known side effect, known by 31% of women and 19% of men, followed by pancreatic problems, known by 28% of women and 19% of men. Unsurprisingly, those that have taken weight loss drugs, were the most likely to know of side effects, with 50% knowing of sickness/nausea, 44% aware of constipation/diarrhoea and 41% aware of headaches it may cause.

### % of Men and women who have heard of the following potential side effects of taking weight loss drugs



## A third suspect there are people they know that are not being open about taking weight loss drugs

Slightly over a third (36%) say they suspect people in their lives taking weight loss drugs that are not open about it, with one in ten (10%) strongly agreeing that this is the case. This number rises to almost half (47%) of Millennials and to three quarters (75%) of those that have taken weight loss drugs.

Perhaps this is because almost half (47%) agree that taking weight loss drugs is the 'easy way out' to losing weight, rising to 52% of Millennials. Surprisingly, 53% of those that have not taken weight loss drugs, but would be open to doing so, think it is the easy way out, while over a third (34%) of those that have taken weight loss medication, disagree with this.

However, one in five (22%) have said that if a family member was struggling with weight loss, they would recommend weight loss drugs to them, rising to 29% of Gen Z, and 34% of Millennials, dropping to one in ten (12%) of Boomers. Nearly three quarters (71%) of those who have taken weight loss drugs would recommend to their family, as would a third (36%) of those that know a lot about weight loss drugs but have never taken them themselves.

Finally, when looking at celebrity accounts of weight loss through weight loss drugs, one in four Gen Z (24%) and Gen X (25%) say that if a celebrity or influencer they follow/admire took a weight loss drug, they would be more likely to consider it themselves. Both 87% of silent generation, and 87% of Boomers

disagreed with this. Unsurprisingly then, 71% of Boomers and 76% of Silent generation also agree that celebrities and influencer should not openly speak about their use of weight loss drugs and the results they have achieved, compared to just 40% of Gen Z, and 49% of Gen X.