

The New GLP-1 Consumer

What Consumer conversations reveal about treatment, weight management and the emerging metabolic health journey

Authors: Anna Ruddell, Will Staples, Roma English Owen, Elizabeth Fairley

Published Online: 27 August 2026

The Rise of the Informed GLP-1* Consumer

What Consumer Conversations Reveal About Treatment, Weight Management and the Emerging Metabolic Health Journey

Consumers are becoming more **informed** and **active** in managing their GLP-1 journey. Conversations are moving beyond simply “How much weight will I lose?” towards more sophisticated questions around **treatment choice, access, optimization, long-term maintenance** and **wider metabolic health**

The report brings together four Consumer intelligence signals that show how the GLP-1 journey is evolving:

- 1 The Rise of the Metabolic Healthcare Consumer
- 2 What Happens When Weight Loss Slows
- 3 Life Beyond GLP-1 Treatment
- 4 How Consumers Navigate Increasingly Complex Treatment Choices

Together, these signals point to a broader shift towards a more informed, engaged and proactive healthcare Consumer



1

The Rise of the Metabolic Healthcare Consumer

From Weight Loss to Liver Health: What Consumer Conversations Reveal About the Emerging MASH* Landscape



Question: Are Consumers beginning to see GLP-1s as more than weight loss treatments?

Explore

- Liver health
- Inflammation
- Metabolic health
- Fat reduction and body composition
- Treatment experience

Intelligence Story

Consumers are connecting GLP-1 treatment with **broader metabolic health** and becoming more **informed, engaged** participants in their healthcare



The GLP-1 conversation is expanding from weight loss towards broader metabolic health management

2 When Weight Loss Slows

From Dose Adjustments to Emotional Responses: What Consumers Are Saying About GLP-1 Weight Loss Plateaus



Question: What happens when the expected trajectory of weight loss changes?

Explore

- Adaptation and dose stabilisation
- Dose experimentation and lifestyle adjustments
- Emotional responses to plateaus
- Proactive problem-solving
- Behavior shifts

Intelligence Story

A **plateau** is not simply a treatment outcome. It becomes a **behavioral** and **emotional intelligence signal**. Consumers discuss how they respond, what they change and how they seek advice as progress slows.



Consumers increasingly adapt, research and share strategies rather than simply viewing a plateau as treatment failure

3

Life Beyond GLP-1 Treatment

What Consumer Conversations Reveal About Long-Term Obesity Management



Question: What happens when Consumers reduce or stop GLP-1 treatment?

Explore

- Return of appetite and “food noise”
- Weight regain
- Behavioral changes
- Maintenance strategies
- Consumer research and information seeking

Intelligence Story

Consumers increasingly recognize that obesity management may continue beyond active GLP-1 treatment. Discussion around **appetite, weight regain** and **maintenance** shows that Consumers are actively considering what long-term management looks like



The conversation is shifting from weight-loss intervention to long-term chronic disease management

Navigating the GLP-1 Treatment Journey

Branded or Compounded? Understanding the Consumer Treatment Journey



Question: How are Consumers making increasingly complex treatment decisions?

Explore

- Branded versus compounded
- Quality and consistency
- Access and affordability
- Dose optimization
- Safety and oversight

Intelligence Story

Consumers are balancing **cost**, **access**, **consistency**, **quality** and **safety** as they navigate treatment options. Their conversations demonstrate increasingly sophisticated **decision-making** across **affordability**, **availability**, **dosing** and **clinician support**



Confidence in treatment increasingly depends on Consumers being able to navigate a complex GLP-1 ecosystem

What Connects the Four Signals?

Metabolic Health → Treatment Navigation → Treatment Optimization → Long-Term Management

Across every stage, the common thread is consumerization

Consumers are:

- Researching treatment and health outcomes
- Questioning their options
- Sharing real-life experiences
- Adapting their behavior
- Seeking advice from peers and clinicians
- Making increasingly informed decisions about their health

The emerging GLP-1 Consumer is therefore not a passive recipient of treatment. **They are becoming an increasingly active participant in their healthcare journey**



What This Means for Pharma

The Four Intelligence Signals Create Several Important Implications for Life Sciences Teams

Listen Beyond Efficacy

Consumer conversations reveal emotional, behavioral and practical unmet needs that clinical outcomes alone may not capture

Support the Whole Journey

Needs evolve before treatment, during treatment optimization, through periods of plateau and after treatment stops

Build Confidence

Safety, quality, access, affordability and consistency increasingly shape treatment perceptions and decisions

Think Beyond Weight Loss

Consumers are beginning to connect GLP-1s with wider metabolic health, creating a broader context for disease education and engagement

Use Consumer Intelligence as an Early Signal

Real-life healthcare conversations can reveal emerging behaviors, concerns, information gaps and opportunities as they develop

Who are Talking Medicines?

Turning Consumer Conversations into Actionable Intelligence

Talking Medicines is a specialist Advanced Data Science and AI company for Life Sciences, transforming unstructured, real-life healthcare conversations into evidence-led intelligence

Our technology helps pharmaceutical organizations understand the behavioral and emotional experiences of Consumers, Patients and Healthcare Professionals; revealing unmet needs, motivations and decision triggers behind what people say and do

From Conversation to Intelligence

Through DrugVoice, our Advanced Data Science and AI powered behavioral intelligence platform, Talking Medicines helps Life Sciences teams measure, track and predict how healthcare audiences respond to scientific and promotional messaging

For GLP-1s, that means moving beyond simply understanding what Consumers are talking about to identifying:

- What is changing in Consumer behavior and attitudes
- Why it matters for the treatment and brand journey
- Which emerging signals could indicate new needs or opportunities
- Which messages resonate with different audiences
- What Parma can do next with that intelligence

Why It Matters

Real Conversations, Real Insights, Real Impact for Life Sciences

The four signals explored in this report demonstrate the value of listening to real-life Consumer conversations as they evolve

From metabolic health and treatment optimization to affordability and long-term weight management, Consumer intelligence can reveal behaviors, concerns and opportunities that may not yet be visible through traditional research alone

Talking Medicines turns those conversations into intelligence that helps Life Sciences teams make faster, evidence-led decisions across the product lifecycle

Find Your Next Consumer Signal

What are Consumers saying about your brand, treatment or disease area – and what could those conversations tell you about what happens next?

Speak to us at Talking Medicines about applying DrugVoice behavioral intelligence and Message Resonance Score™ to your brand or therapy area

Please visit us at: www.talkingmedicines.com