

# Understanding Unstructured Consumer Conversations in the GLP-1 Space

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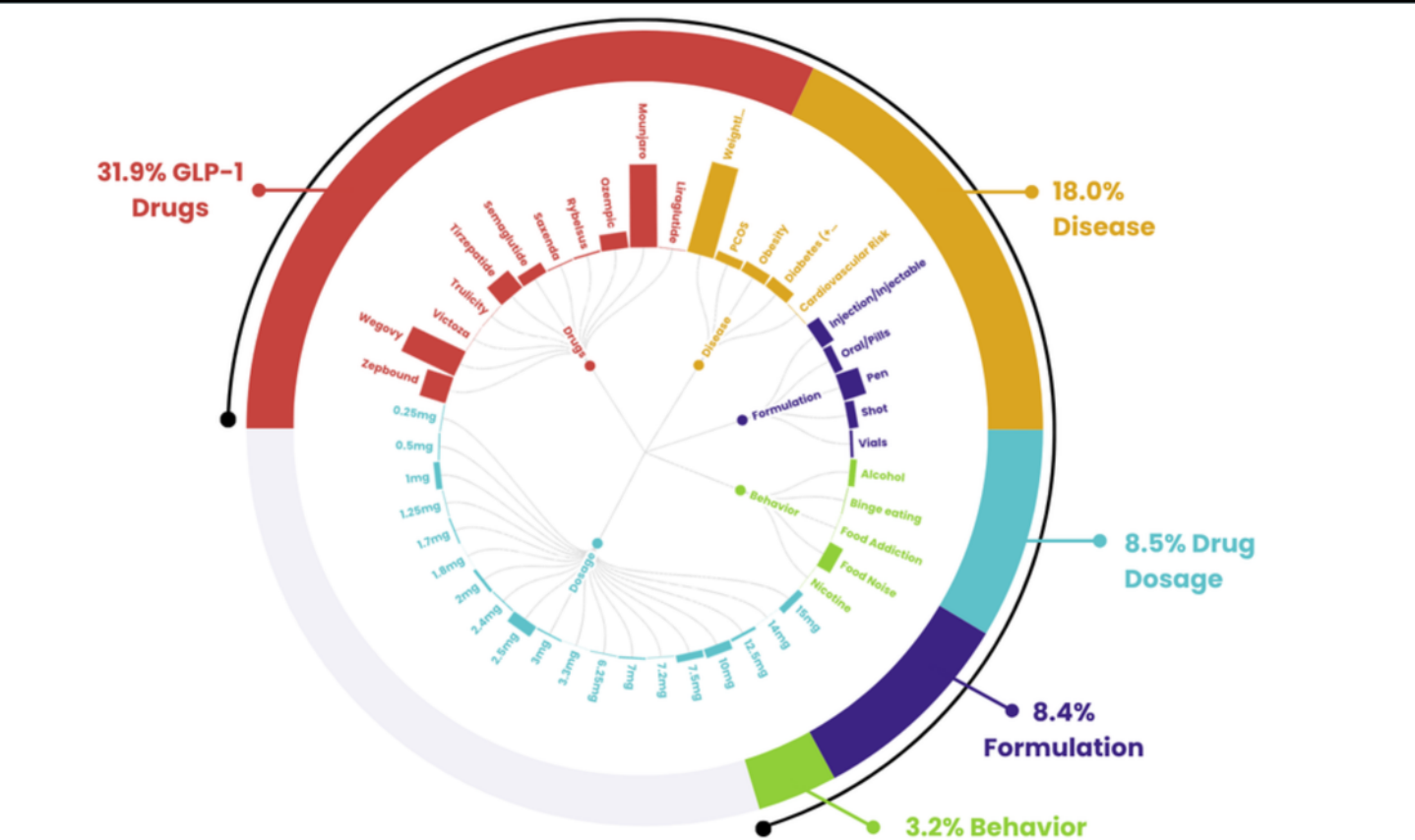
**Article Published Online:** 14 May 2026

## Introduction

Exenatide, the first glucagon-like peptide-1 (GLP-1) receptor agonist, was approved by the United States (U.S.) Food and Drug Administration (FDA) in 2005 for the treatment of type 2 diabetes (1). Since then, GLP-1 therapies have expanded significantly in the management of obesity and metabolic diseases, with ongoing development of improved therapies and indications (2). A notable milestone in this evolution was the FDA approval of oral semaglutide in 2019, the first oral GLP-1 receptor agonist (3). This approval marked a pivotal shift in the GLP-1 landscape. While clinical trials have demonstrated metabolic benefits, real-life effectiveness and adherence show considerable variability (4). This dynamic environment is further shaped by patient-led decisions and consumer experiences, creating a unique therapeutic landscape that extends beyond traditional prescriber-driven narratives. For pharmaceutical stakeholders, this evolving, consumer-driven market presents challenges in effectively harnessing real-life data to generate meaningful insights.

Talking Medicines addresses this challenge by transforming unstructured consumer data into actionable intelligence that measures message impact, informs strategic decision-making, and drives measurable return on investment in complex and rapidly evolving therapeutic markets.

## Method



Approximately **500,000 pieces** of unstructured public conversation data about GLP-1s from Socialgist were analyzed using Talking Medicines' Advanced Data Science and AI platform, DrugVoice.

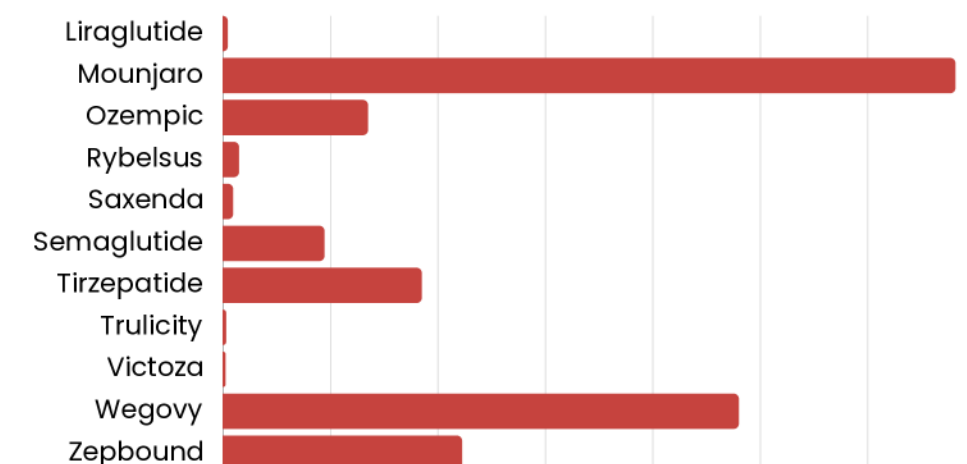
From this, over **11,000 records** were converted into actionable insights, with **70.1%** aligning into **five key pre-defined signals**: drugs, disease, dosage, formulation and behavior. These five signals were chosen to represent the core themes shaping the evolving consumer landscape around GLP-1s. The prevalence percentages for each of these signals have been rounded to one decimal place.

Figure 1 illustrates the data captured within defined signals, and data excluded from this analysis.

**Figure 1:** Mapping GLP-1 Consumer Insights by Drug, Disease, Dosage, Formulation, and Behavior

## Results

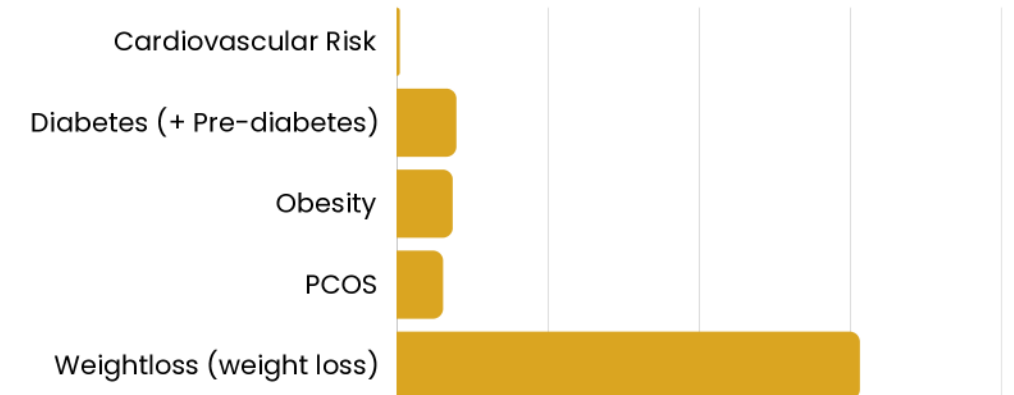
### Drugs



**Figure 2:** Graph displaying number of discussions around "Drugs"

Approximately 31.9% of the data referenced drugs, with **Mounjaro** emerging as the most discussed medication. Conversations around Mounjaro were notably positive, particularly regarding its impact on reducing **"food noise."** Many consumers shared experiences highlighting how the medication helped manage appetite and supported consistent weight loss over time. In comparison, **Ozempic** appeared less frequently, and **Rybelsus** was rarely mentioned.

### Disease

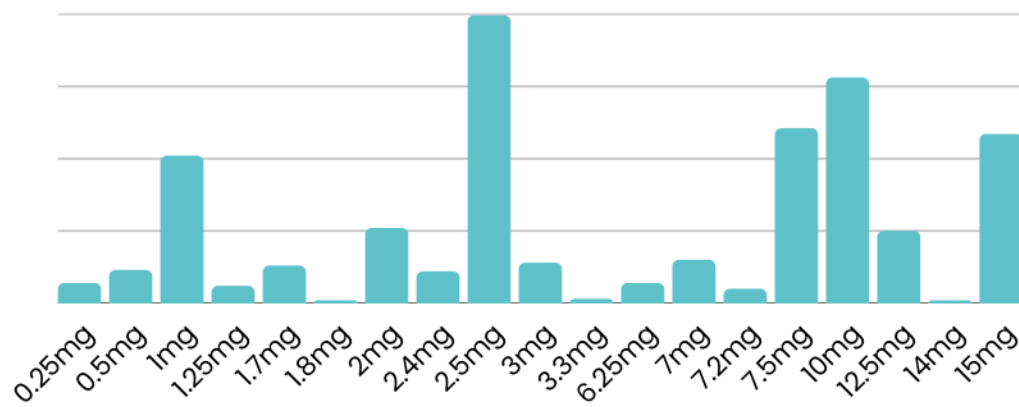


**Figure 3:** Graph displaying number of discussions around "Disease"

Disease accounted for 18.0% of the data, with **weight loss** being the most prominent topic. Discussions centered on the **effectiveness** of weight loss treatments and their impact on consumer health, including improvements in related **gastrointestinal (GI) issues** and **fluctuations in weight**. Sentiments reflected a mix of positive outcomes, such as significant weight loss and relief from GI symptoms, alongside some challenges in maintaining progress.

## Results Continued

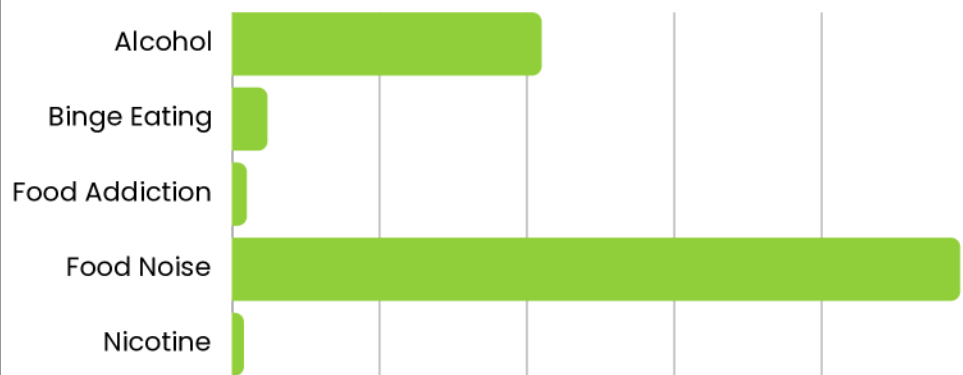
### Drug Dosage



**Figure 4:** Graph displaying number of discussions around “Drug Dosage”

Drug dosage was discussed in 8.5% of the data, with consumers actively sharing experiences related to **dose escalation**, **effectiveness**, and **tolerability**. Many noted varying responses to different dosages, with some finding higher doses significantly more effective, while others tempered expectations regarding weight loss at lower doses. This heightened visibility may influence patient expectations around typical dosing and shape discussions with healthcare providers.

### Behavior



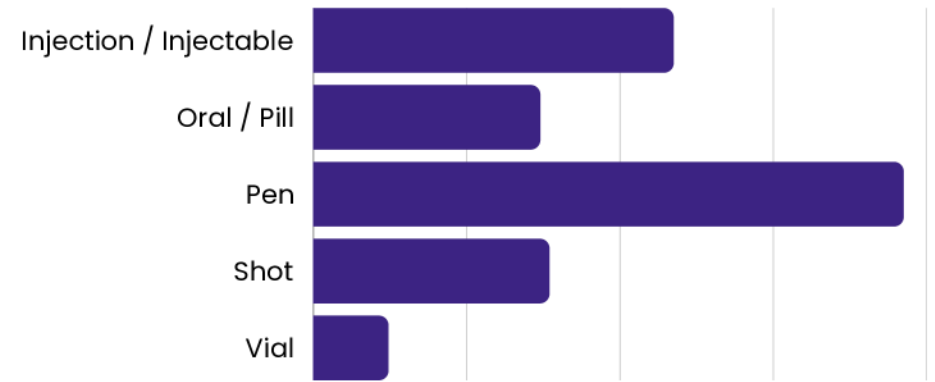
**Figure 6:** Graph displaying number of discussions around “Behavior”

Behavioral aspects made up 3.2% of the data, with **“food noise”** being the most frequently cited outcome, generally described positively as reduced appetite and fewer intrusive food-related thoughts. **Alcohol use** was also commonly mentioned, with users reporting decreased consumption following GLP-1 treatment, aligning with emerging research linking GLP-1 therapies to changes in reward-related behaviors (5).

## Conclusion

This analysis highlights the evolving consumer landscape of GLP-1 therapies, showing how consumer experiences shape perceptions and behaviors. Mounjaro’s strong association with reducing “food noise” reflects patient value on appetite regulation and quality of life beyond clinical outcomes. Growing interest in oral formulations suggests shifting preferences that may impact future adoption. Active dosing discussions reveal an engaged patient population seeking to optimize effectiveness and manage tolerability, emphasizing the need for clear patient-provider communication. Behavioral changes like reduced alcohol consumption indicate broader therapeutic impacts.

### Formulation



**Figure 5:** Graph displaying number of discussions around “Formulation”

Formulations were referenced in 8.4% of the data, with injectable GLP-1 therapies dominating the conversation as the primary treatment option. Many consumers shared positive experiences with **injectable pens**, highlighting ease of use and convenience despite some **needle-related concerns**. Additionally, there is a growing dialogue around **oral alternatives**, reflecting increasing awareness and early interest in non-injectable treatment options.

## Discussion

The findings from this analysis provide valuable insights into the dynamic and multifaceted consumer landscape surrounding GLP-1 therapies and highlight key areas for innovation in treatment development and personalized patient support.

The dominance of Mounjaro in discussions, particularly its positive association with reducing “food noise,” highlights how consumer experiences extend beyond traditional clinical endpoints to include behavioral and **quality-of-life outcomes**. This emphasis suggests that consumers are not only focused on efficacy but also on how treatments impact daily living and appetite regulation. Active consumer engagement around drug dosage, including discussions of escalation, effectiveness, and tolerability, points to an informed patient population that is **shaping expectations** and potentially influencing clinical interactions. Additionally, behavioral outcomes such as reduced alcohol consumption align with emerging scientific evidence on GLP-1’s broader effects on reward-related behaviors.

Additional signals, including habits, body mass index, and medication switching patterns, were identified in the data, providing valuable opportunities for further analysis.

Overall, this study demonstrates how Talking Medicines’ Advanced Data Science and AI platform, **DrugVoice**, enables the **transformation of unstructured real-life consumer data** into actionable intelligence through curation and structuring. This approach helps pharmaceutical stakeholders refine messaging, enhance engagement, and better support patient outcomes in the rapidly evolving GLP-1 market.

## Footnote

Talking Medicines Advanced Data Science and AI is built to enhance accuracy, enable evidence-based reasoning, and integrate domain-specific knowledge with Human in the Loop (HITL) at the core.

## Reference

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