

Obesity and GLP-1s

HOW PATIENTS VIEW CURRENT + UPCOMING WEIGHT LOSS OPTIONS

Insights from 605 GLP-1 naive and experienced patients on what's important to them when choosing an incretin treatment.

REPORT PREVIEW



BEFORE YOU DIG IN

1

What is Thrivable 365?

Thrivable 365 is a syndicated patient research program for pharma commercial teams competing in the incretin market, delivered four times a year. Each report combines quantitative questions, 1,000+ audio-recorded patient responses, and an annual conjoint into a single narrative, so you see not just what patients are doing, but why.

2

What this report answers

The emerging incretin market is shaping up to be a crowded one driven by patient choice. New formulations, insurance coverage, and efficacy levels are all dramatically reshaping the field. This report tackles one question: when patients weigh their options, what actually drives their choice — and what will drive it next?

3

How we approached the research

We combined three lenses: a conjoint analysis — which asks patients to trade off realistic product profiles rather than rate features directly, revealing true priorities and willingness-to-pay — alongside attitudinal survey data and verbatim voice recordings from patients themselves.

IN THIS PREVIEW

Executive Summary The four headline findings from the study, at a glance.

Introduction Why this market matters now, and the trade-offs patients are weighing.

About the Study Who we talked to, and how the research was fielded.



EXECUTIVE SUMMARY

Why a conjoint?

When markets grow more complex, direct preference questions often obscure what patients truly value, and what they'll value next. Conjoint forces trade-offs to, reveal not just today's hierarchy of value, but tomorrow's.

Our conjoint analysis measures how customers value individual medication features, pinpointing exactly what drives therapy decisions and willingness-to-pay.

Rather than asking directly, "how much do you care about side effects?", the conjoint presented realistic product profiles — e.g., an injectable with 14% efficacy and minimal side effects for \$300 — against two alternatives and a "none" option.

The conjoint, alongside quantitative and qualitative audio recordings, surfaced four key findings, which we unpack in this report.

Motivation to start is slow, then

sudden: Weight is a lived experience, not just a number. The trigger themes we saw were: a cascading stack of diagnoses, a personal threshold crossed, years of unrewarded effort, and everyday physical limitations.

Orals may draw patients in, but aren't a universal preference:

Naive patients and those 65+ find pills most appealing. Since 75% of respondents would not accept less weight loss from a pill, orals may prove to be a stair-step to injectables over time.

Medicare Bridge awareness is low but

interest is high: Only 11% of eligible seniors understand the program's details. Modeling full awareness shows opt-in could jump from 29% to 93%, and revenue from \$250M to over \$7B.

A tiered market is emerging:

If incumbents keep fighting over well-insured, price-insensitive patients, new entrants may find opportunity upgrading oral patients and/or competing on price.



INTRODUCTION

In a rapidly-evolving market, understanding how patients think about their options is critical to success.

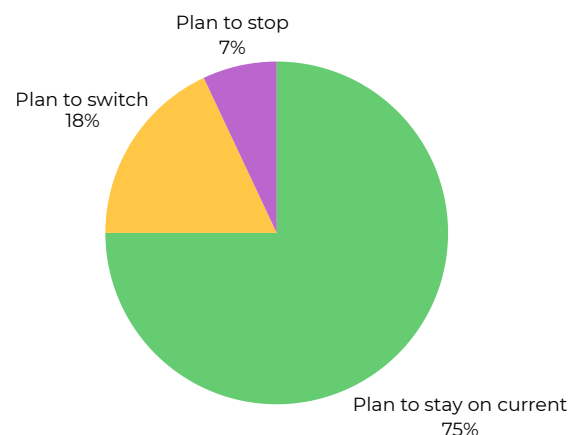
The incretin market has never offered patients more options, or left them more uncertain about which products will actually work for them. New oral formulations have launched, Medicare is now temporarily covering GLP-1s for weight loss, and higher-efficacy entrants like retatrutide are on the way. What do all these changes mean for patients and the market as a whole?

This report combines conjoint, attitudinal, and verbatim data to show what is most

likely to move patients, and where products might find their footing. It's a directional read that brings those creating and commercializing incretin therapies closer to GLP-1 naive and experienced patients — built to orient strategy and pinpoint future research, not to address a single molecule, price point, or segment. For that level of precision, semi-custom or custom research scoped to your product is the better next step.

Patients make (and will make) trade-offs between efficacy, side effects, administration, and cost. With 50% of naive patients interested in starting a GLP-1 and 76% of current incretin users planning to stay on their current medication for the next year, this market should be growing faster than it is. It's no surprise that cost is driving this lag — but we dug into just how much it's impacting the market, and how upcoming changes may or may not shift that growth.

Do you plan to stay on [Incretin Brand] for the next year? (n=230)



ABOUT THE STUDY

605

152 former, 230 current, and 223 GLP-1 naive patients with some interest in starting a GLP-1. All with starting BMI of 27+ and without diabetes.



Fielded from Thrivable's 140,000 cardiometabolic patient panel.



Two 8-minute surveys. Mix of quantitative questions and qualitative voice recordings.



Fielded March 11, 2026 – March 16, 2026 and May 4 – May 12, 2026.

1,000

open-ended audio recorded responses



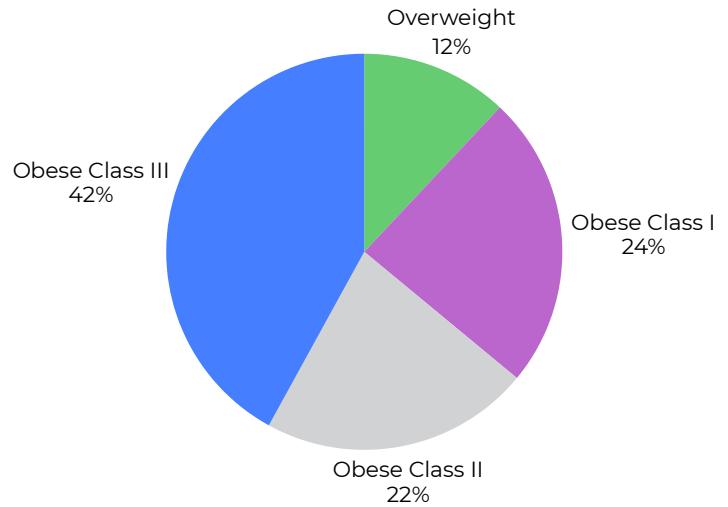
Oversampling of naive age 65+ segment required post-survey balancing to ensure a GLP-1 market-representative sample.



BMI

n=605

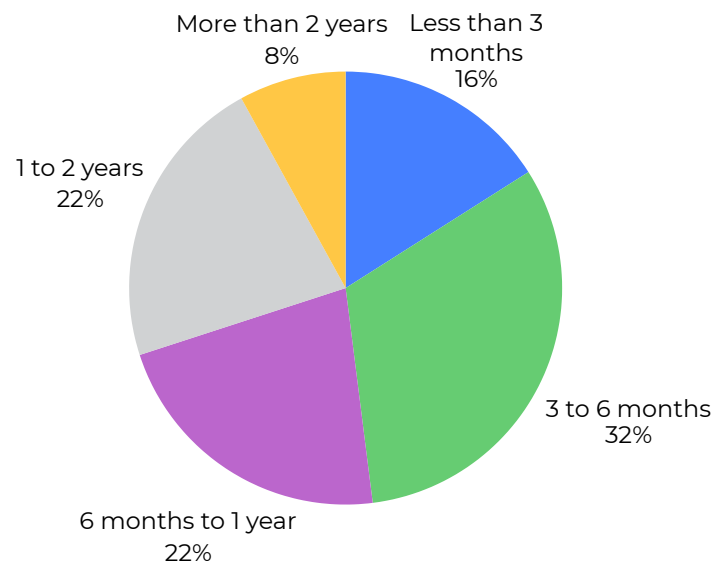
*Current BMI or BMI when started GLP-1.



Length of Time on GLP-1 Brand*

n=382

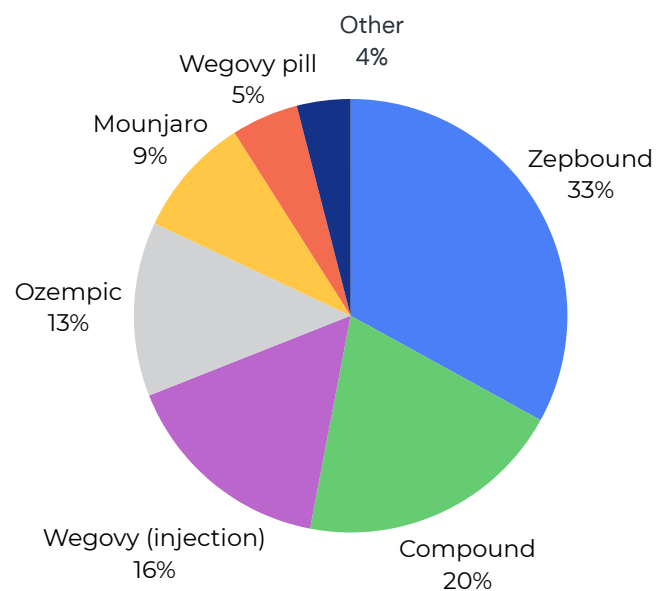
*Current / most recent GLP-1 brand



GLP-1 Brand*

n=382

*Current / most recent GLP-1 brand



You've seen the preview. Get the full picture.

Thrivable 365 delivers ongoing, patient-grounded research on the therapies and markets shaping weight management. Here's what the complete report unpacks:

1

The Patient Behind the Prescription

Why patients start, what they fear, and why weight is never just a number

2

What Actually Drives Patient Choice

Why focusing on administration obscures the real story.

3

Pricing the Market

How price may drive retention for incumbents and create space for new entrants.

4

The Medicare Bridge: An Overlooked Opportunity

How awareness and price may shape uptake.

5

Key Takeaways

Three themes that emerged from the conjoint.

Talk to our team

Unlock the full report