Anti-Obesity Drugs Market Assessment, By Mechanism of Action [Centrally Acting Drugs, Peripheral Acting Drugs], By Target [GLP-1, Amylin, Ghrelin, Others], By Type [Prescription Drugs, OTC Drugs], By Distribution Channel [Hospital Pharmacies, Retail Pharmacies and Drug Stores, Online Pharmacies], By Region, Opportunities and Forecast, 2018-2032F

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Report description:

Global anti-obesity drugs market is projected to witness a CAGR of 21.21% during the forecast period 2025-2032, growing from USD 8.15 billion in 2024 to USD 37.95 billion in 2032. The market is being driven by the global surge in obesity rates, rising demand for advanced GLP-1 and multi-target drugs, and favorable regulatory and reimbursement frameworks. Rapid innovations in drug discovery and delivery technologies are enhancing treatment efficacy. Additionally, North America's strong healthcare infrastructure and policy support are reinforcing market dominance.

For instance, in December 2024, Rhythm Pharmaceuticals, Inc. announced that the United States FDA had granted approval for IMCIVREE (Setmelanotide) for patients aged 2 years and older, aimed at reducing excess body weight and sustaining long-term weight reduction. This approval has enhanced the company's product portfolio.

Increasing Global Obesity Prevalence and Related Comorbidities

The global anti-obesity drugs market is experiencing strong growth driven by an alarming rise in obesity prevalence worldwide. Obesity is increasingly being recognized as a major health crisis due to its association with life-threatening comorbidities such as cardiovascular diseases, type 2 diabetes, and certain cancers. Sedentary lifestyles, unhealthy diets, and urbanization significantly contribute to this trend. As awareness about the long-term impacts of obesity increases, there is a growing shift toward pharmacological solutions when lifestyle interventions fail. The surge in obesity-related healthcare costs is prompting governments and insurers to support weight loss therapies. This dynamic creates a favorable environment for adopting effective anti-obesity medications. For instance, according to the World Obesity Atlas 2023, over 4 billion people-more than half of the

global population-will be overweight or obese by 2035, with related healthcare costs projected to exceed USD 4 trillion annually.

Strong Pipeline and Technological Innovation Fuels Market Growth

The robust pipeline of anti-obesity drugs and recent technological breakthroughs in drug formulation, delivery systems, and molecular targeting are significantly propelling the global market growth. Companies are shifting focus from traditional appetite suppressants to next-generation molecules with higher efficacy and fewer side effects. Biotech firms and pharma giants are leveraging AI and machine learning to accelerate obesity drug discovery and enhance precision targeting. Additionally, collaborations and licensing agreements are expediting the commercialization of innovative therapeutics. These efforts are expanding treatment options and improving patient adherence and outcomes. For instance, in November 2023, the U.S. Food and Drug Administration approved Eli Lilly and Company's Zepbound (tirzepatide) injection, marking it as the first activator of GIP and GLP-1 hormone receptors for obesity, based on the results of phase 3 trials, which indicate considerable weight loss potential accompanied by gastrointestinal side effects.

Rapid Advancements in GLP-1 and Multi-Target Therapeutics

Segment-specific innovation is accelerating the expansion of the anti-obesity drugs market, particularly through the development of glucagon-like peptide-1 (GLP-1) receptor agonists. These therapies promote weight loss by enhancing satiety and reducing appetite but also offer metabolic benefits, including better glycemic control. Pharmaceutical companies are now exploring multi-target drugs that combine GLP-1, amylin, or GIP actions to maximize therapeutic effect. As new drug candidates demonstrate superior efficacy in clinical trials compared to older therapies, interest in this mechanism of action continues to rise. This is resulting in an influx of investments in clinical R&D, pipeline expansion, and faster regulatory pathways for novel drugs. For instance, in December 2024, Novo Nordisk A/S announced promising Phase 3 results for its once-weekly amylin-GLP-1 dual agonist "CagriSema," showing greater weight loss in patients compared to semaglutide alone.

North America Maintains Market Leadership

Regionally, North America holds the largest share in the global anti-obesity drugs market, driven by high obesity prevalence, established healthcare infrastructure, and rapid adoption of new therapies. The United States, in particular, leads in both consumption and development of anti-obesity drugs, thanks to strong reimbursement policies, frequent regulatory approvals, and a large, health-conscious population. Moreover, rising pressure from employers and insurers to combat obesity-related productivity losses is driving broader coverage for pharmacologic treatments. Market growth is also supported by increased DTC (Direct-to-Consumer) advertising and telemedicine platforms facilitating easier access to prescriptions. In November 2023, the U.S. FDA approved Zepbound (tirzepatide) by Eli Lilly for chronic weight management in adults with obesity or overweight and comorbid conditions, boosting its accessibility across U.S. pharmacies.

Future Market Scenario (2025-2032F)

The global anti-obesity drugs market is expected to witness exponential growth in the coming years, fueled by the surging global obesity rates and increasing demand for effective weight management solutions. With technological advancements in drug development, especially in GLP-1 receptor agonists and multi-target drugs, the market is shifting toward more personalized and potent therapeutic options. Rising healthcare expenditure, increased awareness of obesity-related comorbidities, and improved reimbursement scenarios are further accelerating adoption. In addition, expansion into emerging markets, growing telemedicine adoption, and supportive regulatory initiatives are creating new opportunities for drug manufacturers. The market is also poised for consolidation, with major players investing heavily in clinical trials and strategic partnerships to dominate this evolving space.

Key Players Landscape and Outlook

The key players in the market are significantly investing in the development of anti-obesity drugs and are utilizing strategies such as mergers, acquisitions, partnerships, and new product launches to improve their services and competitiveness. Such efforts will propel significant growth in the market, allowing large-cap industry players to increase their presence and, therefore, find new opportunities in this market.

For example, in January 2024, F. Hoffmann-La Roche Ltd completed the acquisition of Carmot Therapeutics for USD 2.7 billion, along with an additional USD 400 million contingent on milestones, thereby obtaining rights to clinical-stage obesity treatments, notably the primary asset CT-388, which targets obesity and related conditions.

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