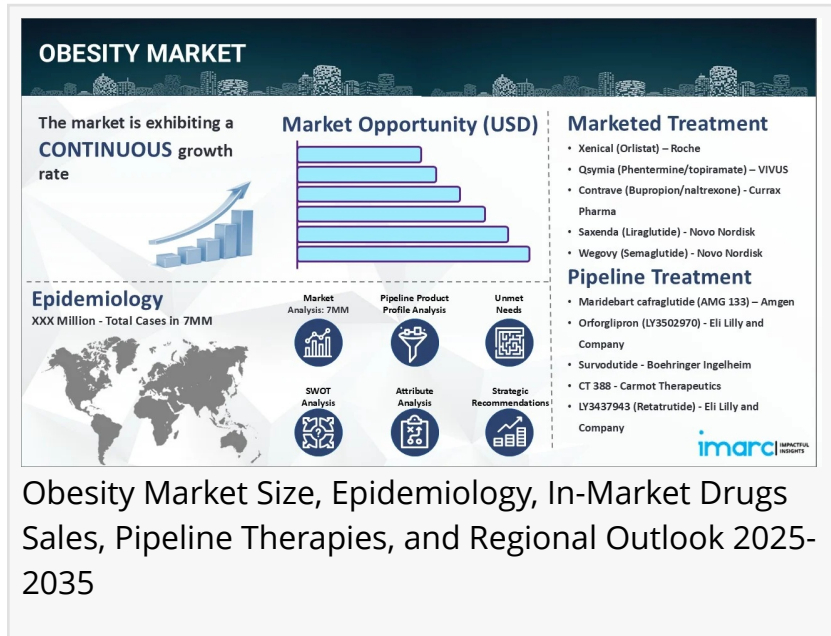


# Obesity Market Size in the 7MM to Reach USD 76.6 Million by 2035 - Epidemiology Report by IMARC Group

*The report provides a detailed analysis of the current obesity marketed drugs and late-stage pipeline drugs.*

BROOKLYN, NY, UNITED STATES, July 2, 2025 /EINPresswire.com/ -- The [obesity market size reached a value of USD 17.1 million](#) in 2024. Looking forward, IMARC Group expects the 7MM to reach USD 76.6 million by 2035, exhibiting a growth rate (CAGR) of 14.62% during 2025-2035.

Key Trends Shaping the Market in 2025



The reign of GLP-1 receptor agonists is a hallmark trend, in which these drugs are reproducing natural hormones in order to control appetite and glucose metabolism with resultant substantial weight loss and cardiometabolic advantages. At the same time, there is a significant trend towards oral forms of GLP-1 RAs like oral semaglutide and orforglipron. This innovation is led by the need for greater patient compliance and user-friendliness, portending an era of more convenient and less heavy obesity treatment. Incorporation of digital health comes as a priority, offering affordable care options as well as direct-to-consumer medication delivery, breaking through geographic and logistical restrictions and opening up potentially larger patient bases. The industry's attention has expanded beyond short-term weight loss to encompass the overall treatment of obesity-related diseases such as diabetes and cardiovascular conditions, propelling demand for holistic solutions. In addition, growing public awareness campaigns, including the World Obesity Federation's "Changing Perspectives," are endeavoring to address misunderstandings and stigmatization, promoting educated consumer purchasing and demand for ancillary health products and services. Regulatory agencies also continue to issue updated guidance on drug development, further influencing the competitive landscape. As practitioners become increasingly experienced and real-world experience accumulates, prescribing behavior will change, impacting competitive dynamics and potentially opening the door to widespread

insurance reimbursement beyond private pay.

## Market Drivers: Propelling Unprecedented Growth

The main impetus for the growth of the obesity market is the rising worldwide prevalence of obesity. More than 1.9 billion adults are overweight and 650 million obese globally, and estimates predict that more than 4 billion individuals may be living with obesity by 2035 if current trends persist. The boom generates a huge need for efficient management solutions. Coupled with this, increased global awareness of health is fueling consumer demand for weight control, prompting more educated decision-making. The huge comorbidity associated with obesity, such as diabetes, cardiovascular disease, and high blood pressure, similarly fuels market expansion through the need for effective weight control to reduce health threats. Ongoing technological innovation and advancements, especially in GLP-1 receptor agonists, medical devices, and AI and digital health platform integration, are broadening treatment choices and availability. Finally, a pro-regulatory environment and policies that are supportive, like the latest FDA guidance for drug development and government actions requiring calorie labeling or limiting unhealthy food marketing, are influencing the market and driving innovation. The sheer volume of the health burden and related healthcare spend presents a strong economic case for mass investment, pushing not only research and development but also partnerships and acquisitions in the sector. Policy measures are shifting away from individual responsibility to system changes, creating a more enabling environment for the obesity market by enhancing public awareness and access to care.

Request to get a PDF Sample Report: <https://www.imarcgroup.com/obesity-market/requestsample>

The report also provides a detailed analysis of the current obesity marketed drugs and late-stage pipeline drugs.

### In-Market Drugs

Drug Overview

Mechanism of Action

Regulatory Status

Clinical Trial Results

Drug Uptake and Market Performance

### Late-Stage Pipeline Drugs

Drug Overview

Mechanism of Action

Regulatory Status

Clinical Trial Results

## Drug Uptake and Market Performance

Buy the full Obesity Market Epidemiology Report:

<https://www.imarcgroup.com/checkout?id=27912&method=809>

## Analysis Covered Across Each Country

Historical, current, and future epidemiology scenario

Historical, current, and future performance of the obesity market

Historical, current, and future performance of various therapeutic categories in the market

Sales of various drugs across the obesity market

Reimbursement scenario in the market

In-market and pipeline drugs

## Competitive Landscape

The competitive landscape of the obesity market has been studied in the report with the detailed profiles of the key players operating in the market.

Roche

VIVUS

Currax Pharma

Novo Nordisk

Amgen

Eli Lilly and Company

Boehringer Ingelheim

Carmot Therapeutics

## 7 Major Countries Covered

United States

Germany

France

United Kingdom

Italy

Spain

Japan

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