

Anti-Obesity Drugs Market to Reach \$43.7 Billion by 2030 Driven by Rising Obesity and Innovative Therapeutics

Discover insights on the anti-obesity drugs market, key players, trends, and growth opportunities in prescription and OTC therapies worldwide.

AUSTIN, TX, UNITED STATES,

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EINPresswire.com/ -- According to DataM Intelligence, the [anti-obesity drugs market](#) reached US\$ 2.5 billion in 2022 and is projected to surge to US\$ 43.7 billion by 2030, growing at an impressive CAGR of 45.5% during 2024-2031. This substantial growth is fueled by the rising obese population,

increased awareness of obesity-related health risks, continuous research for novel drug development, and a series of strategic mergers and acquisitions among market players. The prescription drugs segment leads the market, accounting for a dominant share due to increasing product approvals and regulatory support. Geographically, North America remains the largest

market, attributed to high obesity prevalence, significant healthcare expenditure, and advanced healthcare infrastructure, while Asia-Pacific is the fastest-growing region driven by rising urbanization and changing lifestyles.

The global anti-obesity drugs market has witnessed significant growth in recent years, driven by the escalating prevalence of obesity across both developed and developing nations. Obesity, defined as a condition where excessive body fat accumulation negatively affects health, has become a critical public health concern. With a body

mass index (BMI) of 30 or above being considered obese, the population at risk continues to rise



due to sedentary lifestyles, unhealthy dietary habits, and increasing urbanization. Anti-obesity drugs are designed to aid weight management by suppressing appetite, enhancing metabolism, or inhibiting fat absorption, providing a therapeutic option for individuals unable to achieve weight loss through lifestyle modifications alone.

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Key Highlights from the Report:

- Global anti-obesity drugs market projected to reach US\$ 43.7 billion by 2030.
- Prescription drugs dominate the market with over 57% share.
- North America holds the largest regional share at 38.3%.
- Asia-Pacific is the fastest-growing region due to urbanization and lifestyle changes.
- Increasing research and development for novel anti-obesity therapies.
- High drug costs remain a major challenge to market expansion.

Recent Developments:

United States: Recent Industry Developments:

1. In August 2025, Novo Nordisk expanded its GLP-1 receptor agonist portfolio for obesity management in the U.S., offering improved weight-loss efficacy and patient adherence.
2. In July 2025, Eli Lilly launched next-generation anti-obesity therapies, targeting appetite regulation and metabolic health in adults with obesity.
3. In June 2025, Pfizer partnered with U.S. healthcare providers to deploy innovative pharmacological treatments, supporting personalized obesity care plans.

Europe: Recent Industry Developments:

1. In July 2025, Novo Nordisk Europe introduced advanced anti-obesity drugs in EU markets, integrating patient support programs to improve long-term adherence.
2. In June 2025, Sanofi launched novel pharmacotherapies for weight management, focusing on patients with obesity-related comorbidities.
3. In May 2025, Eli Lilly Europe partnered with hospitals and clinics to implement next-generation obesity treatments, emphasizing metabolic improvements and cardiovascular health.

Japan: Recent Industry Developments:

1. In July 2025, Takeda Pharmaceutical expanded its anti-obesity drug portfolio in Japan, addressing lifestyle-related obesity and metabolic syndrome.
2. In June 2025, Novo Nordisk Japan launched GLP-1 based therapies for weight management, supporting sustainable lifestyle interventions.
3. In May 2025, Astellas Pharma partnered with healthcare centers to provide innovative pharmacological solutions, enhancing patient outcomes in obesity care.

Company Insights

Key players operating in the anti-obesity drugs market include:

- Eli Lilly and Company
- Bayer AG
- Bristol-Myers Squibb
- Currax Pharmaceuticals LLC
- F. Hoffmann-La Roche AG
- GlaxoSmithKline PLC
- Merck & Co. Inc.
- Norgine BV
- Novo Nordisk AS
- Pfizer Inc.

Market Segmentation:

The anti-obesity drugs market is broadly segmented based on mechanism of action, drug type, route of administration, distribution channel, and geography.

Mechanism of Action: The market includes centrally acting drugs that suppress appetite via neurological pathways and peripherally acting drugs that inhibit fat absorption in the digestive system. Both approaches are seeing substantial clinical research and product approvals.

Drug Type: The market is divided into prescription drugs and over-the-counter (OTC) drugs, with prescription drugs capturing the largest share due to their clinical efficacy and regulatory endorsements. Drugs such as Wegovy and Qsymia have received widespread approvals, fueling market growth.

Route of Administration: Oral administration dominates the market, offering convenience and patient compliance, while injectable therapies, especially GLP-1 receptor agonists, are gaining traction due to their superior efficacy in weight management.

Distribution Channel: The market is supplied through hospital pharmacies, retail pharmacies, and online pharmacies, with online channels emerging as a convenient and growing option for

consumers seeking anti-obesity treatments.

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Regional Insights:

North America leads the global anti-obesity drugs market, holding approximately 38.3% of the total market share by 2030. This dominance is largely attributed to the high prevalence of obesity in the United States, where over 41.9% of adults and 19.7% of children are affected. Moreover, healthcare infrastructure, government initiatives, and insurance coverage for anti-obesity treatments enhance market penetration.

Europe demonstrates steady growth, supported by rising awareness of obesity-related health risks, particularly cardiovascular diseases and diabetes.

Meanwhile, Asia-Pacific is the fastest-growing market due to increasing urban populations, sedentary lifestyles, and greater disposable incomes, which contribute to higher obesity prevalence. Countries such as China and India are witnessing rapid adoption of anti-obesity therapies, fueled by government campaigns and an expanding healthcare ecosystem. Latin America and the Middle East & Africa show moderate growth driven by rising healthcare awareness and improved access to treatment facilities.

Market Dynamics:

Market Drivers:

The primary driver of market growth is the escalating global obese population. According to the World Obesity Federation, over 1 billion people worldwide are expected to be living with obesity by 2030, highlighting the urgent need for therapeutic interventions. Rising awareness about obesity-related health complications, coupled with increasing approvals of novel anti-obesity drugs, further propels market demand.

Market Restraints:

A significant restraint is the high cost of anti-obesity drugs, which can limit accessibility for a broader patient base. For example, Wegovy, a popular GLP-1 receptor agonist, costs \$1,349 per month in the U.S., posing affordability challenges despite insurance coverage. Moreover, long-term adherence is necessary to maintain weight loss, adding to treatment costs and impacting market expansion.

Market Opportunities:

Opportunities exist in the development of innovative therapies targeting obesity-related complications, including dual agonists and combination therapies. Continuous R&D, clinical trials, and strategic collaborations offer potential for new entrants and existing players to capture untapped market segments. Additionally, emerging markets in Asia-Pacific and Latin

America provide significant growth prospects due to rising obesity prevalence and increasing healthcare expenditure.

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Reasons to Buy the Report:

- Gain comprehensive market insights including size, share, and forecast from 2024-2031.
- Understand key drivers, restraints, and growth opportunities for strategic planning.
- Access detailed segmentation by drug type, mechanism, administration, and region.
- Analyze competitive landscape and track recent developments, mergers, and acquisitions.
- Identify emerging trends and potential markets to guide investment decisions.

Frequently Asked Questions (FAQs):

- How big is the global anti-obesity drugs market?
- Who are the key players in the global anti-obesity drugs market?
- What is the projected growth rate of the anti-obesity drugs market during 2024-2031?
- What is the market forecast for North America by 2030?

Conclusion:

The global anti-obesity drugs market is on an upward trajectory, fueled by rising obesity prevalence, growing awareness, and ongoing research into innovative therapies. North America leads the market, while Asia-Pacific presents substantial growth opportunities. Despite challenges such as high drug costs, the continuous development of prescription and OTC drugs, coupled with advancements in drug delivery systems, positions the market for sustained expansion. Companies focusing on strategic collaborations, innovative products, and regional expansion are poised to benefit in this rapidly evolving industry.

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