

HOW GLP-1 IS RESHAPING THE AESTHETICS INDUSTRY

ONE IN EIGHT ADULTS AND COUNTING: THE GLP-1 BOOM

In 2024, GLP-1 usage continued to soar, reaching levels rarely seen among mass-market drugs. Prescription volumes have reached population-level proportions, with a KFF Health Tracking poll estimating that one in eight U.S. adults has used GLP-1¹. Notably, a recent CDC report indicated that, for the first time in a decade, the U.S. obesity rate did not increase – coinciding with recent widespread GLP-1 adoption². For countless Americans who previously struggled with weight loss, these medications have made rapid, medically supported weight management a reality.

GLP-1 drugs cover a range of well-known medications, including Ozempic and Wegovy (produced by Novo Nordisk) and Mounjaro and Zepbound (produced by Eli Lilly). Initially prescribed for medical conditions like diabetes, the role of GLP-1s expanded significantly in 2021, when the Food and Drug Administration (FDA) approved Wegovy for chronic weight management. Since then, prescription volumes have skyrocketed. The economic impact of these drugs is already evident – major food retailers have attributed declines in consumer spending to reduced appetite among GLP-1 users³. As prescription volumes continue to climb, the wider economic effects of these drugs will only become more pronounced.

The rise of GLP-1 medications aligns with a growing convergence of beauty, wellness, and holistic health in aesthetics. Aesthetics practices have become major access points for GLP-1s, supplied heavily by compounding pharmacies that responded to FDA-listed shortages by offering lower-cost alternatives – helping bring GLP-1s to the mass market. While early industry buzz focused on trends like “Ozempic Face”, the broader impact on patient demand and traditional aesthetics remains unclear.

Qsight offers exclusive, data-driven insights – grounded in over a decade of industry data and expertise – to help leaders navigate this transformative new chapter in medical aesthetics.

ABOUT GUIDEPOINT QSIGHT

Guidepoint Qsight is the premier provider of insights for the Aesthetics and Medical Technology industries. Built on a foundation of proprietary healthcare data, Qsight provides unparalleled data and analytics solutions that empower businesses to make strategic, data-driven decisions. By combining comprehensive market intelligence with innovative technology, Qsight delivers reliable and consistent industry insights that enable companies to optimize their sales and marketing strategies, proactively prepare for and respond to ever-evolving market dynamics and achieve their business goals.

¹<https://www.kff.org/health-costs/press-release/poll-1-in-8-adults-say-theyve-taken-a-glp-1-drug-including-4-in-10-of-those-with-diabetes-and-1-in-4-of-those-with-heart-disease/>

²<https://www.cdc.gov/nchs/products/databriefs/db508.htm>

³<https://www.bloomberg.com/news/articles/2023-10-04/walmart-says-ozempic-weight-loss-drugs-causing-slight-pullback-by-shoppers>

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GLP-1 MEETS MEDICAL AESTHETICS: A PERFECT MATCH

Qsight projected sales data indicates that patients spent a total of \$1.30 billion on GLP-1 medications at medical aesthetic practices (medspas and physician offices) in 2024, a 75% increase over 2023 (\$0.74 billion).

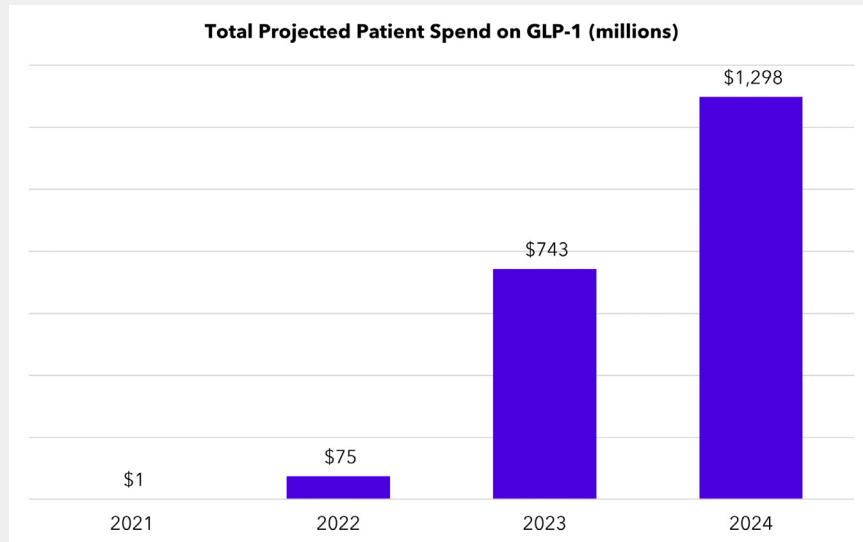


Figure: Total Projected Patient Spend on GLP-1 Medications at U.S. Medical Aesthetics Practices
Qsight Market View

Spending on weight loss and dietary lifestyle treatments accounted for 12% of total non-surgical patient spending at medical aesthetics practices in 2024, up significantly from just 2% in 2021. This category has now surpassed professional grade skincare and non-EBD (energy-based device) skin rejuvenation, making it the fourth largest segment in non-surgical aesthetics, following neurotoxins, dermal fillers, and energy-based device procedures. On a monthly basis, medical aesthetics patients spent an estimated \$160 million on weight loss treatments in December 2024, a ten-times increase from January 2021.

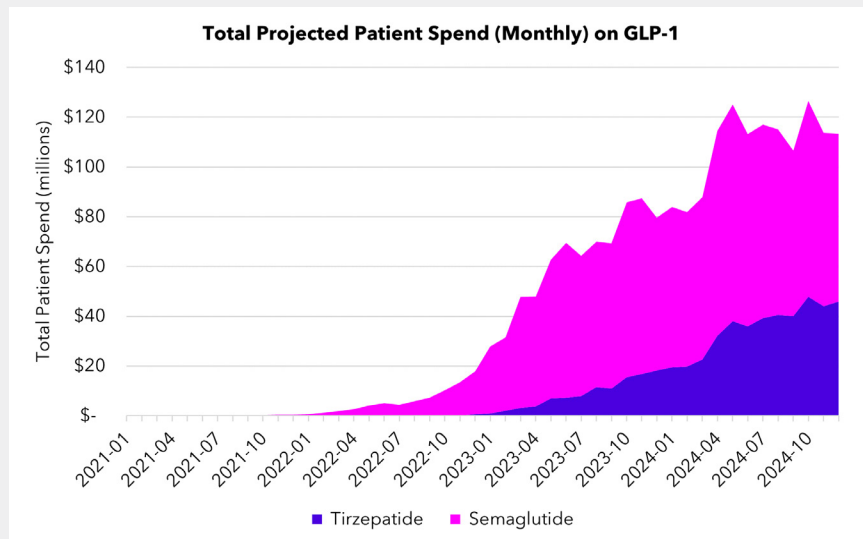


Figure: Total Projected Patient Spend (Monthly) on GLP-1 Medications at U.S. Medical Aesthetics Practices
Qsight Market View

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HOW GLP-1 IS RESHAPING THE AESTHETICS INDUSTRY

Among the two most widely used GLP-1 receptor agonist types, semaglutide (via Wegovy) was the first to receive FDA approval for chronic weight management, leading to market dominance throughout 2022. However, following the FDA's approval of tirzepatide (via Zepbound) for weight management in 2023, GLP-1 sales have divided, with tirzepatide's share gaining rapidly. As of early 2025, tirzepatide now accounts for approximately 40% of total monthly GLP-1 spending.

Despite tirzepatide's higher average cost (approximately \$500 per visit versus \$300 for semaglutide as of early 2025), total spend has grown faster for tirzepatide. This shift may reflect differences in efficacy, with tirzepatide potentially offering a lower cost per pound of weight lost, driving greater demand among patients seeking more effective medication⁴.

PRACTICE-LEVEL DYNAMICS

At the practice level, average GLP-1 sales grew rapidly between 2021 and 2022 before leveling off, with aesthetics practices generating an average of \$15,000 to \$20,000 per month from 2023 onwards. Despite a flattening in monthly GLP-1 sales per practice, total sales at the market level have continued to grow, fueled by an ongoing increase in the number of practices offering GLP-1.

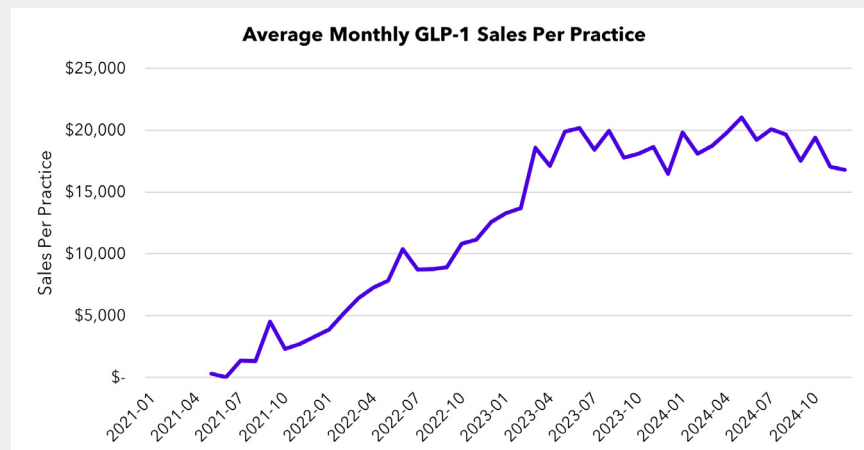


Figure: Average GLP-1 Sales Per Practice at U.S. Medical Aesthetics Practices
Qsight Sales Measurement

Qsight transaction data indicates that among medical aesthetics practices, GLP-1 adoption continues to grow rapidly. 60% of medspas in the U.S. are selling GLP-1 as of early 2025, with physician offices behind at 35% but also growing. Notably, adoption rates are highest in the South, with 70% of medspas and 45% of physician offices offering GLP-1 by the end of 2024.

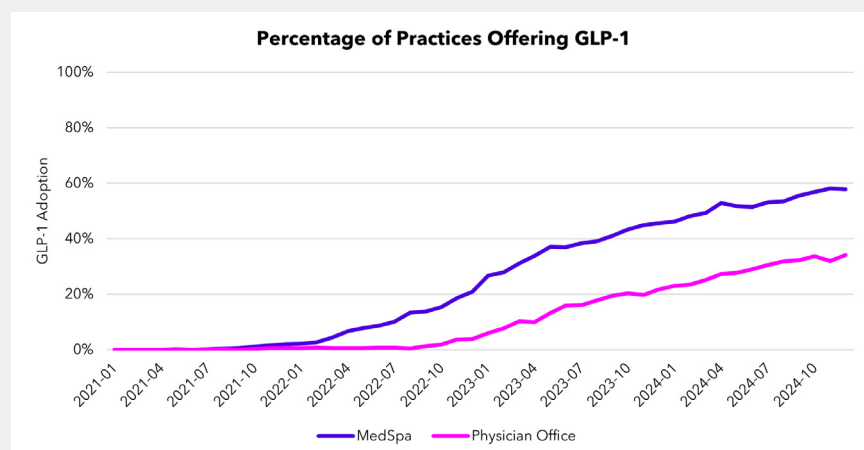


Figure: Percentage of U.S. Medical Aesthetics Practices Offering GLP-1
Qsight Sales Measurement

⁴<https://www.acc.org/Latest-in-Cardiology/Journal-Scans/2024/07/15/14/37/semaglutide-vs-tirzepatide>

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With GLP-1 treatments now firmly embedded in the medical aesthetics landscape, we next explore how this shift has impacted traditional aesthetics categories and patient purchasing behaviors.

THE GLP-1 EFFECT ON TRADITIONAL AESTHETICS TREATMENTS

The impact of GLP-1 on aesthetics practices has been unmissable. In 2024, GLP-1 sales made up an average of 15% of total monthly non-surgical revenue⁵ among practices offering GLP-1. GLP-1 patients made up 14% of all patients seen at these practices during that period. Beyond direct revenue generation, GLP-1 treatments have become a significant driver of new patient acquisition, with Qsight data indicating that around 40% of GLP-1 patients in 2024 were entirely new to the practice from which they received a prescription⁶. An influx of first-time patients at practices creates valuable cross-selling opportunities, allowing providers to offer other aesthetics treatments and services. Furthermore, emerging concerns around GLP-1-related volume loss, such as “Ozempic Face”, may fuel increased demand for traditional aesthetics treatments such as dermal fillers and skin-tightening procedures.

While GLP-1 medications have fueled patient growth and new revenue, they may also impact demand for traditional aesthetics treatments. Their ongoing cost can limit patients’ disposable income, and overall weight loss may lessen the appeal of targeted, high-cost procedures like body contouring. Qsight’s projected patient spend data shows diverging trends between rising GLP-1 use and declining body contouring spend, suggesting a possible shift in demand.

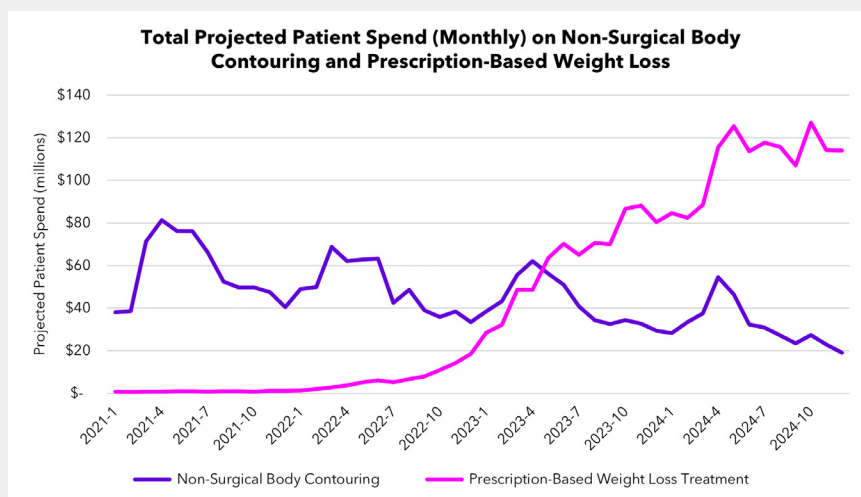


Figure: Total Projected Patient Spend (Monthly) at U.S. Medical Aesthetics Practices, Non-Surgical Body Contouring vs Prescription-Based Weight Loss Treatments
Qsight Market View

COMPARING AESTHETICS SPENDING HABITS BEFORE AND AFTER GLP-1

Given the growing role of GLP-1 in medical aesthetics and the factors above, we wanted to examine how these medications were influencing patient purchasing behaviors. To do this, we analyzed transaction data from a large cohort of patients who began GLP-1 treatment in 2023 (i.e., patients who began GLP-1 treatment prior to 2023 were excluded) and divided them into two groups⁷:

- **First-time patients:** Patients who had never purchased an aesthetics treatment at the practice that prescribed them GLP-1. This comprised 60% of the cohort.
- **Existing patients:** Patients who had previously purchased at least one aesthetics treatment from the practice before beginning GLP-1 treatment. This comprised 40% of the cohort.

⁵Qsight Sales Measurement

⁶Qsight Sales Measurement

⁷Data retrieved from Qsight Sales Measurement

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We compared purchasing behavior one year before and after patients' first GLP-1 visit. Among existing aesthetics patients, GLP-1 treatment did not lead to an average increase in spending on most other aesthetics categories – in fact, most categories saw a slight decline, partially attributable to natural spend decay over time.

However, first-time patients who entered practices through GLP-1 treatments often returned to purchase additional aesthetics services. Though they had no prior aesthetics history, many explored other treatments post-GLP-1, creating a noticeable uplift in spending. The categories with the highest conversion rates were hormone replacement therapy, neurotoxins, and professional grade skincare.

OVERALL IMPACT OF GLP-1 ON AESTHETICS TREATMENT ADOPTION

While existing patients didn't spend more on average on traditional aesthetics treatments in the year following the use of GLP-1, the influx of first-time aesthetics patients led to a net increase in treatments among those beginning GLP-1. Though this analysis doesn't account for possible cannibalization from other categories like non-surgical body contouring, it indicates a net rise in opportunities to sell aesthetics treatments linked to GLP-1 use.

WHAT'S NEXT FOR COMPOUNDED GLP-1S

The legacy of GLP-1 has been defined by regulatory uncertainty and a heated legal battle over what has now become one of the most lucrative drug markets in recent history. As of March 2025, the FDA has removed both semaglutide and tirzepatide from its shortage list, granting compounding pharmacies a brief grace period to fully phase out production. This signals a major shift in the industry, which has been flooded with compounded GLP-1 since the two drugs were added to the shortage list in 2022. Notably, the grace period was granted by the FDA in response to a lawsuit by the Outsourcing Facilities Association (OFA) just days after its decision to delist tirzepatide in October 2024⁸. The OFA has since pursued further legal action against the FDA, including a January 2025 motion for an injunction⁹ and a February 2025 lawsuit challenging semaglutide's removal from the shortage list¹⁰. As of March 2025, the FDA and OFA remain engaged in litigation, putting the future of these compounded drugs in an uncertain state. These disputes illustrate the immense pressures that exist in the industry to defend the practice of compounding, which has been critical in reducing the cost of GLP-1s and making them available to millions of Americans, many of whom are now dependent and will be unable to obtain these drugs at name-brand prices¹¹.

Once the FDA fully enforces its decision to remove both semaglutide and tirzepatide from the shortage list, compounding pharmacies will no longer be able to rely on the FDA shortage list exception to produce medications that are essentially copies of branded GLP-1 products. However, GLP-1 compounding may continue to be legal if they are formulated to be sufficiently different from commercially available products¹². This strategy could provide a pathway for compounded GLP-1 medications to remain on the market, though specific regulatory guidance and legal rulings will ultimately determine their future.

CONCLUSION

GLP-1 drugs have transformed both weight management and the aesthetics industry, reshaping millions of patient bodies and purchasing habits. While these shifts have posed challenges for traditional aesthetic categories like body contouring, they have also created significant new opportunities for the industry, especially by introducing first-time aesthetic patients. Beyond its effect on traditional aesthetics, the future supply of GLP-1 in medical aesthetic faces new obstacles, with recent regulatory decisions by the FDA threatening the industry's ability to continue supplying compounded drugs in their current form. However, legal efforts from advocacy groups and potential navigational strategies may allow compounded GLP-1 to remain on the market in some capacity.

Qsight remains committed to providing industry leaders with the data-driven insights needed to navigate this evolving landscape. Get in touch to learn how our market intelligence solutions can help your business stay ahead of industry shifts and strategic opportunities.

⁸<https://www.fda.gov/media/184606/download>

⁹<https://www.statnews.com/wp-content/uploads/2025/01/outsourcing-facilities-vs-fda-pre-inj.pdf>

¹⁰<https://storage.courtlistener.com/recap/gov.uscourts.txnd.400375/gov.uscourts.txnd.400375.1.0.pdf>

¹¹<https://www.yahoo.com/lifestyle/millions-of-people-are-taking-compounded-weight-loss-drugs-now-theyre-about-to-disappear-202621562.html>

¹²<https://www.foley.com/insights/publications/2025/03/compounded-glp-1-drugs-texas-judge-denies-pi-motion/>