BEYOND THE SHORTAGE: AESTHETIC PRACTICES SUSTAIN GLP-1 DEMAND AMID REGULATORY SHIFTS

An August 2025 update from Qsight on how aesthetic practices are sustaining GLP-1 demand amid regulatory battles and shifting pricing strategies

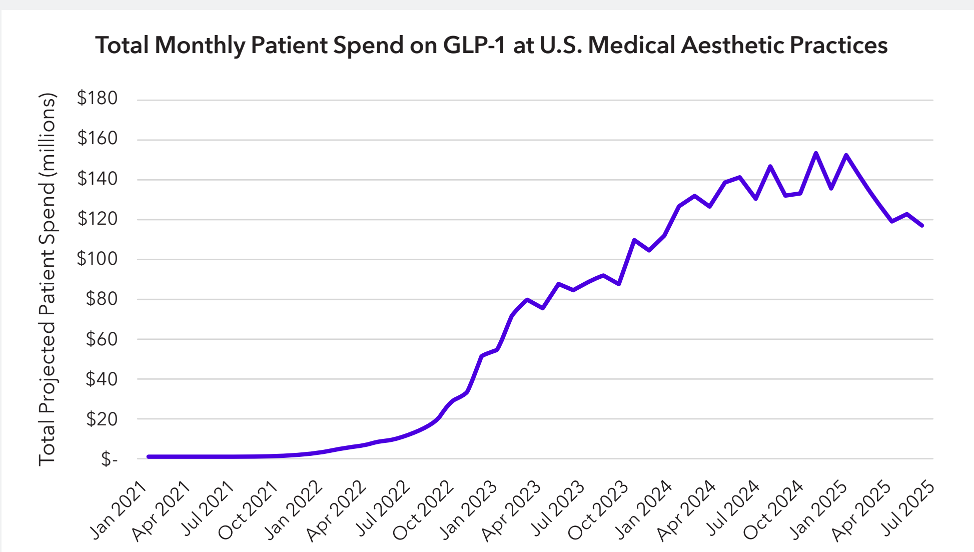
GLP-1 SHOWDOWN: REGULATION HEATS UP, PRACTICES HOLD THE LINE

The first half of 2025 marked a pivotal chapter for the GLP-1 landscape. Following explosive growth over the past two years, the market now navigates a fresh regulatory environment. With the expiration of FDA-approved grace periods to produce compounded Semaglutide and Tirzepatide, we saw renewed scrutiny against practices and pharmacies engaged in prescribing compounded alternatives, including intensifying litigation from major pharmaceutical manufacturers.

Despite mounting regulatory pressure, medical aesthetic practices remain central in meeting patient demand and ensuring continued access to GLP-1 therapies. At the same time, major pharmaceutical manufacturers have responded to compounded competition by cutting prices in an effort to defend market share. Against this backdrop, Qsight's latest report explores how the aesthetics industry is sustaining GLP-1 demand in 2025.

COMPOUNDED GLP-1 IN A POST-SHORTAGE ENVIRONMENT

Starting in 2021, GLP-1 sales rapidly grew to become a key revenue driver for aesthetic practices, making up 12% of monthly aesthetics revenue at practices offering these drugs by 2024. Following the expiration of FDA-approved grace periods for compounded Tirzepatide and Semaglutide in Spring 2025, Qsight data shows that demand has remained strong. In August 2025 alone, patient spending on GLP-1 therapies at aesthetic clinics exceeded $100 million, though this has fallen slightly since early 2025.

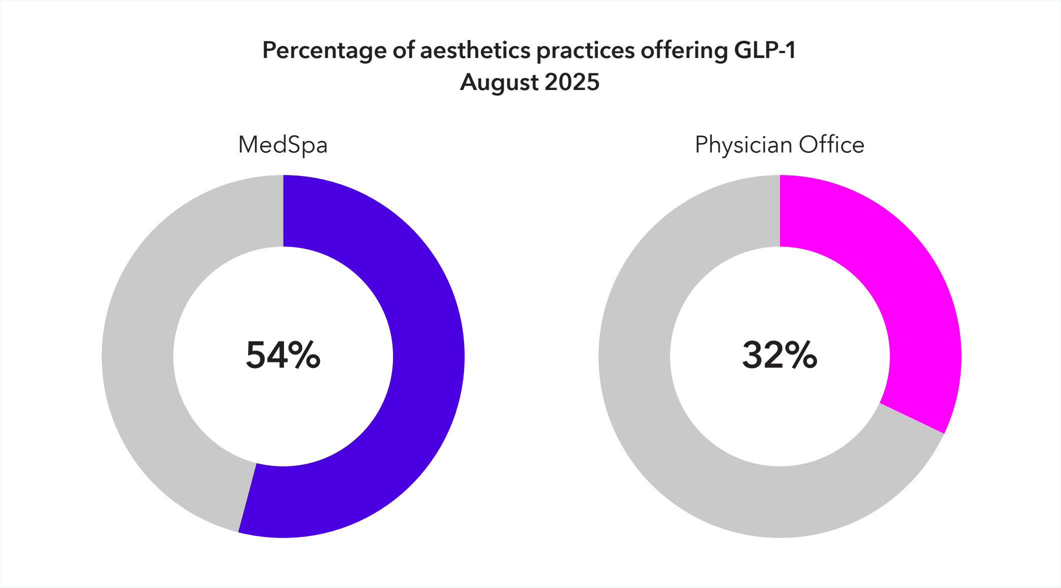


Source: Qsight Market View

This sustained demand reflects the industry's resilience in adapting to new regulatory pressures. One of the clearest signs of GLP-1's disruption is its impact on non-surgical body contouring procedures, which have met steep competition from the highly affordable and effective weight loss solutions and experienced a concurrent fall in demand. In Q2 2025, total patient spend on these procedures dropped below $100 million - less than half of what the category generated in Q2 2019.

GLP-1 ADOPTION REMAINS STRONG - AND STILL BRINGS IN NEW PATIENTS

As of August 2025, GLP-1 offerings remain widespread - 54% of MedSpas and 32% of plastic surgery clinics continue to offer GLP-1.



Source: Qsight Sales Measurement

These figures represent only a slight dip since early 2025, as practices adapt to a more challenging regulatory environment.

GLP-1 therapies continue to serve as a powerful engine for patient acquisition. According to Qsight data, 61% of patients who initiated GLP-1 treatment in 2025 were entirely new to their aesthetic practice. Furthermore, 13% of new aesthetic patients who started on GLP-1 in 2024 returned within 12 months to purchase an injectable procedure, energy-based device (EBD) treatment, non-EBD skin rejuvenation service, or professional-grade skincare - consistent with retention trends observed in prior years. Despite regulatory headwinds, aesthetics practices continue to meet consumer demand - serving as the most accessible point of entry for many.

PRICING PRESSURE AND THE ONGOING BATTLE FOR THE CONSUMER

As compounded GLP-1 adoption soared, prices fell - further improving affordability and accessibility for patients. In response, branded manufacturers have adjusted their pricing strategies:

- Novo Nordisk recently reduced the cash-pay price of Ozempic to $499/month via programs like NovoCare and GoodRx[1].
- Eli Lilly is now offering vials of Zepbound at $499/month or less through the Zepbound Self Pay Journey Program, down from a prior list price of $1,059[2].

[1] https://www.cnn.com/2025/08/18/business/ozempic-novo-nordisk-cash-price
[2] https://investor.lilly.com/news-releases/news-release-details/lilly-offer-all-approved-doses-zepbound-tirzepatide-single-dose

Even after these reductions, brand-name GLP-1 drugs remain more expensive than compounded options offered by aesthetic practices. In Q2 2025, Qsight data shows:

- Semaglutide from aesthetic practices cost ~$350/month on average (down from $400 in late 2023).
- Tirzepatide cost ~$485/month on average (down from over $600 in late 2024).

These pricing moves underscore an important shift: major pharmaceutical players are acknowledging the reach and influence of the compounding channel, even as they pursue legal action to contain it.

A LEGALLY VOLATILE LANDSCAPE

As of September 2025, the GLP-1 space remains engaged in legal activity and regulatory uncertainty. Notable ongoing cases include:

- **MDL 3094[3]:** Ongoing personal injury lawsuits against Novo Nordisk and Eli Lilly over alleged side effects of GLP-1 drugs and insufficient warnings.
- **Compounding lawsuits[4]:** Manufacturer-led litigation against compounding pharmacies and telehealth providers for offering unapproved formulations that are essentially copies of the name-brand drugs.
- **Drug classification disputes[5]:** Legal challenges over the FDA's designation of Eli Lilly's new GLP-1 compound, retatrutide, which has an impact on regulations and market exclusivity.

The density of legal activity reflects just how high the stakes are for these drugs. Qsight data suggests GLP-1 prescription volumes in aesthetic practices are undergoing calibration while the market navigates urgent patient demand and regulatory uncertainty.

GLP-1: THE MARKET FINDS A WAY

GLP-1's rapid rise has taught a clear lesson: when demand is strong, the market adapts - especially when a product enables real outcomes in health, self-image, and lifestyle. Even as regulations tighten and legal threats mount, the category continues to thrive at medical aesthetics practices, anchored by patient demand and the adaptability of aesthetic providers. Whether through compounded or branded formulations, GLP-1 is now a foundational pillar of revenue - and patient volume - within the aesthetics space.

DATA AND METHODOLOGY:

All figures cited are based on Qsight Sales Measurement data, which captures billions of dollars in verified transactions collected from thousands of medical aesthetic practice locations across the U.S. Market size estimates reflect Qsight's current projection methodology, updated as of August 2025.

[3] https://www.paed.uscourts.gov/mdl/mdl-3094-re-glucagon-peptide-1-receptor-agonists-glp-1-ras-products-liability-litigation
[4] https://www.bipc.com/major-update-on-glp-1-litigation-involving-compounding-pharmacies
[5] **Eli Lilly & Co. v. Becerra et al.,** No. 1:24-cv-01503 (S.D. Ind., filed Sept. 3, 2024)