GUIDEPOINT
QSIGHT

CONSUMER SURVEY REPORT · GLP-1 & WEIGHT LOSS · Q3 2026

The Weight of *Opportunity*

How GLP-1 patients are reshaping the aesthetics market, and where aesthetic brands and practices fit into their next chapter.

1 in 3

GLP-1 users have had an aesthetic treatment since starting

46.2%

first got their GLP-1 through a practice, medspa or clinic

12 of 12

treatment categories saw more users gain interest than lose it

Based on n = 238 consumers who have used a GLP-1, either a compounded GLP-1 prescribed through an aesthetic clinic or one prescribed outside aesthetics through other channels. Guidepoint Qsight Consumer Survey, Q3 2026 wave.

KEY FINDINGS

THEY LOST THE WEIGHT. NOW THEY WANT THE FACE, SKIN AND BODY TO MATCH.

GLP-1 users are not a side segment for aesthetics. Interest in treatment is rising in every category we track, and nearly half got their GLP-1 through a practice.

1 in 4
lost more than 50 lbs

THE TRANSFORMATION

For those who lost the most, the change shows up in the mirror: looser skin, a thinner face, a different shape. And most are still on treatment, with no set end date.

46.2%
got their GLP-1 through a practice, medspa or clinic

THE FRONT DOOR

Most of them went to a practice in person, which puts providers in the room as patients' bodies, and self-image, begin to change.

1 in 3
have had an aesthetic treatment since starting

THE SECOND ACT

More users gained interest than lost it in all 12 treatment categories we track.

16.7%
of in-person patients sought skin tightening during a visit

THE UNMET REQUEST

Yet only 3.8% of users have had it since starting a GLP-1, the widest gap between what patients ask for and what they have received.

64.3%
pair their GLP-1 with another service

THE NEW BUNDLE

These patients are not just filling a prescription; they are building a program, and aesthetics fits naturally inside it.

> ***A patient who picks up a pen at the pharmacy has no one to ask about the loose skin along their jawline. A patient who visits a medspa does.***

WHAT IT MEANS

GLP-1s ARE CREATING A NEW KIND OF AESTHETIC PATIENT

Weight loss changes how the face, skin and body look. The brands and practices that meet these patients early, with the right treatments and the right conversation, are best placed to serve them.

WHY IT MATTERS TO THE INDUSTRY

New needs, not shifted spend

Rapid weight loss brings laxity, volume loss and skin-quality concerns patients did not have before.

A long relationship

Most current users plan to stay on indefinitely or are undecided: years in the system, not one visit.

The front door is moving

Some patients change how they get their GLP-1, and when they leave, the practice loses that touchpoint.

FOR AESTHETIC BRANDS

Skin quality and tightening are the clearest need. Tightening tops both in-clinic requests and rising interest.

Injectables have a natural role. Facial volume changes make neurotoxin and filler a natural conversation.

Professional skincare is the easy first step. It suits patients not yet ready for procedures.

FOR PRACTICES & MEDSPAS

The GLP-1 visit is an open door. Fewer than a quarter of in-person patients sought another service during a visit.

Patients already think in programs. Linking nutrition, body composition and aesthetics fits how they behave.

Make it easy to stay. Patients do switch how they get their GLP-1; knowing why is the first step to keeping them.

WANT THE FULL PICTURE?

This report shares a small slice of Qsight's consumer surveys, which track treated and prospective aesthetics patients across the market. The full GLP-1 & Weight Loss data covers weight loss and goal attainment, medications and treatment length, how patients access care and why they switch, which treatments they have had and want next, and wellness services, all by age, region, income and consumer segment. The surveys also cover the wider patient journey, injectables, professional-grade skincare and emerging trends.

Contact the Qsight team at **qsight-info@guidepoint.com**

Methodology: Guidepoint Qsight online survey of aesthetics consumers, Q3 2026 wave. Findings are based on n = 238 respondents who have used a GLP-1, including those prescribed a compounded GLP-1 through an aesthetic clinic and those prescribed one outside aesthetics through other channels. Sub-questions use smaller bases. Percentages may not sum to 100% due to rounding and multi-select questions.