

# Europe Anti-Obesity Drugs Market Size and Forecast (2021 - 2031)

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## Abstracts

The Europe Anti-Obesity Drugs Market is projected to grow significantly, reaching approximately US\$ 12,324.2 million by 2031, up from US\$ 1,437.8 million in 2024, with an estimated compound annual growth rate (CAGR) of 37.4% from 2025 to 2031.

## Executive Summary and Market Analysis

The anti-obesity drugs market in Europe is divided into several key regions: Germany, the UK, France, Italy, Spain, and the Rest of Europe. The market is witnessing robust growth driven by increasing obesity rates and supportive government policies. Factors such as sedentary lifestyles, poor dietary habits, and an aging population are contributing to the rising prevalence of obesity, which in turn is fueling the demand for effective medical treatments. The association of obesity with chronic diseases like type 2 diabetes, cardiovascular diseases, and certain cancers has intensified the need for effective interventions. Advances in technology and the emergence of safer and more effective weight-loss medications, particularly GLP-1 receptor agonists, are also propelling market growth. Regulatory approvals and favorable reimbursement policies in countries such as Germany, France, and the UK enhance access to these treatments. Furthermore, increased investments from pharmaceutical companies and strategic partnerships within the healthcare sector are fostering innovation and expanding product availability. Public awareness campaigns and a shift in perceptions regarding obesity as a treatable medical condition are encouraging more individuals to seek pharmacological assistance for weight management.

## Strategic Insights

## Market Segmentation Analysis

**By Type:** The market is categorized into Prescription Drugs and OTC Drugs, with Prescription Drugs holding the largest market share in 2024.

**By Mechanism of Action:** The market is segmented into Centrally Acting Drugs, Peripherally Acting Drugs, and Others, with Centrally Acting Drugs leading in market share in 2024.

**By Drug Class:** The market includes GLP-1 Agonists, Lipase Inhibitors, MC4R Agonists, and Others, with GLP-1 Agonists dominating the market in 2024.

**By GLP-1 Agonist:** This segment includes Semaglutide, Liraglutide, and Tirzepatide (Zepbound), with Semaglutide having the largest share in 2024.

**By Application:** The market is divided into Appetite Suppression, Inhibition of Fat Absorption, Metabolic Enhancement, and Combination, with Appetite Suppression leading in market share in 2024.

**By Route of Administration:** The market is segmented into Oral and Parenteral, with Oral administration holding the largest share in 2024.

**By Distribution Channel:** The market includes Hospital Pharmacies, Online Channels, and Retail Pharmacies, with Hospital Pharmacies leading in market share in 2024.

## **Market Outlook**

The increasing awareness of obesity and its associated health risks has significantly boosted the demand for effective weight management solutions. Concerns regarding lifestyle-related diseases have prompted many individuals to seek medical and pharmaceutical assistance. This growing awareness is leading to greater acceptance and utilization of anti-obesity drugs in treatment regimens. Public health campaigns and media coverage are informing the public about available options for managing obesity, resulting in rapid market growth. The recognition of obesity as a chronic condition in Europe has further spurred interest in medical weight-loss treatments. A study published in April 2025 indicated that GLP-1 drugs are increasingly prescribed off-label for obesity, particularly among women and native Swedes, highlighting a shift towards newer treatment options. This trend reflects a broader change in consumer behavior and healthcare strategies towards managing obesity with scientific and pharmaceutical

support, positioning the anti-obesity drugs market for sustained growth driven by ongoing advancements and rising patient demand.

## **Country Insights**

The market is analyzed by country, focusing on Germany, the UK, France, Spain, Italy, and the Rest of Europe, with Germany holding the largest market share in 2024. Germany faces a significant public health challenge due to a high percentage of its adult population being classified as overweight or obese. Reports indicate that nearly half of German adults are slightly overweight, and about one in five are obese, creating a substantial market opportunity for anti-obesity drugs. The economic burden associated with obesity-related healthcare costs and productivity losses underscores the need for effective interventions, with studies showing that the costs of new weight-loss drugs are outweighed by the savings from reduced healthcare expenses.

## **Company Profiles**

Key players in the Europe Anti-Obesity Drugs Market include GSK Plc, F. Hoffmann-La Roche Ltd, Teva Pharmaceutical Industries Ltd, Novo Nordisk A/S, Eli Lilly and Co, Sun Pharmaceutical Industries Ltd, VIVUS LLC, Currax Pharmaceuticals LLC, AdvaCare Pharma USA LLC, and Rhythm Pharmaceuticals Inc. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

## Contents

### **1. INTRODUCTION**

- 1.1 Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Secondary Research
- 3.2 Primary Research
  - 3.2.1 Hypothesis formulation:
  - 3.2.2 Macroeconomic factor analysis:
  - 3.2.3 Developing base number:
  - 3.2.4 Data Triangulation:
  - 3.2.5 Country-level data:

### **4. ANTI-OBESITY DRUGS MARKET LANDSCAPE**

- 4.1 Market Overview
- 4.2 PEST Analysis

### **5. EUROPE ANTI-OBESITY DRUGS MARKET - KEY MARKET DYNAMICS**

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities
- 5.4 Future Trends
- 5.5 Impact of Drivers and Restraints:

### **6. ANTI-OBESITY DRUGS MARKET - EUROPE MARKET ANALYSIS**

- 6.1 Europe Anti-Obesity Drugs Market Revenue (US\$ Million), 2024 - 2031
- 6.2 Europe Anti-Obesity Drugs Market Forecast and Analysis

## **7. EUROPE ANTI-OBESITY DRUGS MARKET REVENUE ANALYSIS - BY TYPE**

### 7.1 Prescription Drugs

#### 7.1.1 Overview

7.1.2 Prescription Drugs: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.2 OTC Drugs

#### 7.2.1 Overview

7.2.2 OTC Drugs: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **8. EUROPE ANTI-OBESITY DRUGS MARKET REVENUE ANALYSIS - BY MECHANISM OF ACTION**

### 8.1 Centrally Acting Drugs

#### 8.1.1 Overview

8.1.2 Centrally Acting Drugs: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 8.2 Peripherally Acting Drugs

#### 8.2.1 Overview

8.2.2 Peripherally Acting Drugs: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 8.3 Others

#### 8.3.1 Overview

8.3.2 Others: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **9. EUROPE ANTI-OBESITY DRUGS MARKET REVENUE ANALYSIS - BY DRUG CLASS**

### 9.1 GLP-1 Agonist

#### 9.1.1 Overview

9.1.2 GLP-1 Agonist: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 9.2 Lipase Inhibitors

#### 9.2.1 Overview

9.2.2 Lipase Inhibitors: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 9.3 MC4R agonist

#### 9.3.1 Overview

9.3.2 MC4R agonist: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 9.4 Others

#### 9.4.1 Overview

9.4.2 Others: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **10. EUROPE ANTI-OBESITY DRUGS MARKET REVENUE ANALYSIS - BY GLP-1 AGONIST**

### 10.1 Semaglutide

#### 10.1.1 Overview

10.1.2 Semaglutide: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 10.2 Liraglutide

#### 10.2.1 Overview

10.2.2 Liraglutide: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 10.3 Tirzepatide (Zepbound)

#### 10.3.1 Overview

10.3.2 Tirzepatide (Zepbound): Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **11. EUROPE ANTI-OBESITY DRUGS MARKET REVENUE ANALYSIS - BY APPLICATION**

### 11.1 Appetite Suppression

#### 11.1.1 Overview

11.1.2 Appetite Suppression: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 11.2 Inhibition of Fat Absorption or Digestive Enzymes

#### 11.2.1 Overview

11.2.2 Inhibition of Fat Absorption or Digestive Enzymes: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 11.3 Metabolic Enhancement

#### 11.3.1 Overview

11.3.2 Metabolic Enhancement: Europe Anti-Obesity Drugs Market - Revenue and

Forecast, 2021 - 2031 (US\$ Million)

11.4 Combination

11.4.1 Overview

11.4.2 Combination: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **12. EUROPE ANTI-OBESITY DRUGS MARKET REVENUE ANALYSIS - BY ROUTE OF ADMINISTRATION**

12.1 Oral

12.1.1 Overview

12.1.2 Oral: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

12.2 Parenteral

12.2.1 Overview

12.2.2 Parenteral: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **13. EUROPE ANTI-OBESITY DRUGS MARKET REVENUE ANALYSIS - BY DISTRIBUTION CHANNEL**

13.1 Hospital Pharmacies

13.1.1 Overview

13.1.2 Hospital Pharmacies: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

13.2 Online Channel

13.2.1 Overview

13.2.2 Online Channel: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

13.3 Retail Pharmacies

13.3.1 Overview

13.3.2 Retail Pharmacies: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **14. EUROPE ANTI-OBESITY DRUGS MARKET - COUNTRY ANALYSIS**

14.1 Europe

14.1.1 Europe Anti-Obesity Drugs Market Revenue and Forecast and Analysis - by Country

14.1.1.1 Europe Anti-Obesity Drugs Market Revenue and Forecast and Analysis - by Country

14.1.2.2 Germany: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

14.1.2.2.1 Germany: Europe Anti-Obesity Drugs Market Share - by Type

14.1.2.2.2 Germany: Europe Anti-Obesity Drugs Market Share - by Mechanism Of Action

14.1.2.2.3 Germany: Europe Anti-Obesity Drugs Market Share - by Drug Class

14.1.2.2.4 Germany: Europe Anti-Obesity Drugs Market Share - by Glp-1 Agonist

14.1.2.2.5 Germany: Europe Anti-Obesity Drugs Market Share - by Application

14.1.2.2.6 Germany: Europe Anti-Obesity Drugs Market Share - by Route Of Administration

14.1.2.2.7 Germany: Europe Anti-Obesity Drugs Market Share - by Distribution Channel

14.2.3.3 United Kingdom: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

14.2.3.3.1 United Kingdom: Europe Anti-Obesity Drugs Market Share - by Type

14.2.3.3.2 United Kingdom: Europe Anti-Obesity Drugs Market Share - by Mechanism Of Action

14.2.3.3.3 United Kingdom: Europe Anti-Obesity Drugs Market Share - by Drug Class

14.2.3.3.4 United Kingdom: Europe Anti-Obesity Drugs Market Share - by Glp-1 Agonist

14.2.3.3.5 United Kingdom: Europe Anti-Obesity Drugs Market Share - by Application

14.2.3.3.6 United Kingdom: Europe Anti-Obesity Drugs Market Share - by Route Of Administration

14.2.3.3.7 United Kingdom: Europe Anti-Obesity Drugs Market Share - by Distribution Channel

14.3.4.4 France: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

14.3.4.4.1 France: Europe Anti-Obesity Drugs Market Share - by Type

14.3.4.4.2 France: Europe Anti-Obesity Drugs Market Share - by Mechanism Of Action

14.3.4.4.3 France: Europe Anti-Obesity Drugs Market Share - by Drug Class

14.3.4.4.4 France: Europe Anti-Obesity Drugs Market Share - by Glp-1 Agonist

14.3.4.4.5 France: Europe Anti-Obesity Drugs Market Share - by Application

14.3.4.4.6 France: Europe Anti-Obesity Drugs Market Share - by Route Of Administration

14.3.4.4.7 France: Europe Anti-Obesity Drugs Market Share - by Distribution Channel

14.4.5.5 Spain: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

14.4.5.5.1 Spain: Europe Anti-Obesity Drugs Market Share - by Type

14.4.5.5.2 Spain: Europe Anti-Obesity Drugs Market Share - by Mechanism Of Action

14.4.5.5.3 Spain: Europe Anti-Obesity Drugs Market Share - by Drug Class

14.4.5.5.4 Spain: Europe Anti-Obesity Drugs Market Share - by Glp-1 Agonist

14.4.5.5.5 Spain: Europe Anti-Obesity Drugs Market Share - by Application

14.4.5.5.6 Spain: Europe Anti-Obesity Drugs Market Share - by Route Of Administration

14.4.5.5.7 Spain: Europe Anti-Obesity Drugs Market Share - by Distribution Channel

14.5.6.6 Italy: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

14.5.6.6.1 Italy: Europe Anti-Obesity Drugs Market Share - by Type

14.5.6.6.2 Italy: Europe Anti-Obesity Drugs Market Share - by Mechanism Of Action

14.5.6.6.3 Italy: Europe Anti-Obesity Drugs Market Share - by Drug Class

14.5.6.6.4 Italy: Europe Anti-Obesity Drugs Market Share - by Glp-1 Agonist

14.5.6.6.5 Italy: Europe Anti-Obesity Drugs Market Share - by Application

14.5.6.6.6 Italy: Europe Anti-Obesity Drugs Market Share - by Route Of Administration

14.5.6.6.7 Italy: Europe Anti-Obesity Drugs Market Share - by Distribution Channel

14.6.7.7 Rest of Europe: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

14.6.7.7.1 Rest of Europe: Europe Anti-Obesity Drugs Market Share - by Type

14.6.7.7.2 Rest of Europe: Europe Anti-Obesity Drugs Market Share - by Mechanism Of Action

14.6.7.7.3 Rest of Europe: Europe Anti-Obesity Drugs Market Share - by Drug Class

14.6.7.7.4 Rest of Europe: Europe Anti-Obesity Drugs Market Share - by Glp-1

Agonist

14.6.7.7.5 Rest of Europe: Europe Anti-Obesity Drugs Market Share - by Application

14.6.7.7.6 Rest of Europe: Europe Anti-Obesity Drugs Market Share - by Route Of Administration

14.6.7.7.7 Rest of Europe: Europe Anti-Obesity Drugs Market Share - by Distribution Channel

## 15 COMPETITIVE LANDSCAPE

- 15.1 Heat Map Analysis by Key Players
- 15.2 Company Positioning & Concentration

## **16 INDUSTRY LANDSCAPE**

- 16.1 Overview
- 16.2 New Product Development
- 16.3 Merger and Acquisition
- 16.4 Other Strategic Developments

## **17 COMPANY PROFILES**

- 17.1 GSK Plc
  - 17.1.1 Key Facts
  - 17.1.2 Business Description
  - 17.1.3 Products and Services
  - 17.1.4 Financial Overview
  - 17.1.5 SWOT Analysis
  - 17.1.6 Key Developments
- 17.2 F. Hoffmann-La Roche Ltd
  - 17.2.1 Key Facts
  - 17.2.2 Business Description
  - 17.2.3 Products and Services
  - 17.2.4 Financial Overview
  - 17.2.5 SWOT Analysis
  - 17.2.6 Key Developments
- 17.3 Teva Pharmaceutical Industries Ltd
  - 17.3.1 Key Facts
  - 17.3.2 Business Description
  - 17.3.3 Products and Services
  - 17.3.4 Financial Overview
  - 17.3.5 SWOT Analysis
  - 17.3.6 Key Developments
- 17.4 Novo Nordisk AS
  - 17.4.1 Key Facts
  - 17.4.2 Business Description
  - 17.4.3 Products and Services
  - 17.4.4 Financial Overview
  - 17.4.5 SWOT Analysis

- 17.4.6 Key Developments
- 17.5 Eli Lilly and Co
  - 17.5.1 Key Facts
  - 17.5.2 Business Description
  - 17.5.3 Products and Services
  - 17.5.4 Financial Overview
  - 17.5.5 SWOT Analysis
  - 17.5.6 Key Developments
- 17.6 Sun Pharmaceutical Industries Ltd
  - 17.6.1 Key Facts
  - 17.6.2 Business Description
  - 17.6.3 Products and Services
  - 17.6.4 Financial Overview
  - 17.6.5 SWOT Analysis
  - 17.6.6 Key Developments
- 17.7 VIVUS LLC
  - 17.7.1 Key Facts
  - 17.7.2 Business Description
  - 17.7.3 Products and Services
  - 17.7.4 Financial Overview
  - 17.7.5 SWOT Analysis
  - 17.7.6 Key Developments
- 17.8 Currax Pharmaceuticals LLC.
  - 17.8.1 Key Facts
  - 17.8.2 Business Description
  - 17.8.3 Products and Services
  - 17.8.4 Financial Overview
  - 17.8.5 SWOT Analysis
  - 17.8.6 Key Developments
- 17.9 AdvaCare Pharma USA LLC
  - 17.9.1 Key Facts
  - 17.9.2 Business Description
  - 17.9.3 Products and Services
  - 17.9.4 Financial Overview
  - 17.9.5 SWOT Analysis
  - 17.9.6 Key Developments
- 17.10 Rhythm Pharmaceuticals Inc
  - 17.10.1 Key Facts
  - 17.10.2 Business Description

- 17.10.3 Products and Services
- 17.10.4 Financial Overview
- 17.10.5 SWOT Analysis
- 17.10.6 Key Developments

## **18. APPENDIX**

- 18.1 About The Insight Partners

## List Of Tables

### LIST OF TABLES

Table 1. Europe Anti-Obesity Drugs Market Segmentation

Table 2. List of Vendors

Table 3. Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Table 4. Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 5. Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Mechanism Of Action

Table 6. Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Drug Class

Table 7. Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by GLP-1 Agonist

Table 8. Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 9. Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Route Of Administration

Table 10. Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 11. Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Country

Table 12. Germany: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 13. Germany: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Mechanism Of Action

Table 14. Germany: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Drug Class

Table 15. Germany: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by GLP-1 Agonist

Table 16. Germany: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 17. Germany: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Route Of Administration

Table 18. Germany: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 19. United Kingdom: Europe Anti-Obesity Drugs Market - Revenue and Forecast,

2021 - 2031 (US\$ Million) - by Type

Table 20. United Kingdom: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Mechanism Of Action

Table 21. United Kingdom: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Drug Class

Table 22. United Kingdom: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by GLP-1 Agonist

Table 23. United Kingdom: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 24. United Kingdom: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Route Of Administration

Table 25. United Kingdom: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 26. France: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 27. France: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Mechanism Of Action

Table 28. France: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Drug Class

Table 29. France: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by GLP-1 Agonist

Table 30. France: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 31. France: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Route Of Administration

Table 32. France: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 33. Spain: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 34. Spain: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Mechanism Of Action

Table 35. Spain: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Drug Class

Table 36. Spain: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by GLP-1 Agonist

Table 37. Spain: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 38. Spain: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Route Of Administration

Table 39. Spain: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 40. Italy: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 41. Italy: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Mechanism Of Action

Table 42. Italy: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Drug Class

Table 43. Italy: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by GLP-1 Agonist

Table 44. Italy: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 45. Italy: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Route Of Administration

Table 46. Italy: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 47. Rest of Europe: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Type

Table 48. Rest of Europe: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Mechanism Of Action

Table 49. Rest of Europe: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Drug Class

Table 50. Rest of Europe: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by GLP-1 Agonist

Table 51. Rest of Europe: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Application

Table 52. Rest of Europe: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Route Of Administration

Table 53. Rest of Europe: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 54. Heat Map Analysis by Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1. Europe Anti-Obesity Drugs Market Segmentation - Country

Figure 2. PEST Analysis

Figure 3. Ecosystem: Anti-Obesity Drugs Market

Figure 4. Europe Anti-Obesity Drugs Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. Europe Anti-Obesity Drugs Market Revenue (US\$ Million), 2024 - 2031

Figure 7. Europe Anti-Obesity Drugs Market Share (%) - by Type, 2024 and 2031

Figure 8. Prescription Drugs: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 9. OTC Drugs: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 10. Europe Anti-Obesity Drugs Market Share (%) - by Mechanism Of Action, 2024 and 2031

Figure 11. Centrally Acting Drugs: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 12. Peripherally Acting Drugs: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 13. Others: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 14. Europe Anti-Obesity Drugs Market Share (%) - by Drug Class, 2024 and 2031

Figure 15. GLP-1 Agonist: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 16. Lipase Inhibitors: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 17. MC4R agonist: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 18. Others: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 19. Europe Anti-Obesity Drugs Market Share (%) - by GLP-1 Agonist, 2024 and 2031

Figure 20. Semaglutide: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 21. Liraglutide: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 22. Tirzepatide (Zepbound): Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 23. Europe Anti-Obesity Drugs Market Share (%) - by Application, 2024 and 2031

Figure 24. Appetite Suppression: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 25. Inhibition of Fat Absorption or Digestive Enzymes: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 26. Metabolic Enhancement: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 27. Combination: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 28. Europe Anti-Obesity Drugs Market Share (%) - by Route Of Administration, 2024 and 2031

Figure 29. Oral: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 30. Parenteral: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 31. Europe Anti-Obesity Drugs Market Share (%) - by Distribution Channel, 2024 and 2031

Figure 32. Hospital Pharmacies: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 33. Online Channel: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 34. Retail Pharmacies: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 35. Europe Anti-Obesity Drugs Market Breakdown by Key Countries, 2024 and 2031 (%)

Figure 36. Germany: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 37. United Kingdom: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 38. France: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 39. Spain: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 40. Italy: Europe Anti-Obesity Drugs Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 41. Rest of Europe: Europe Anti-Obesity Drugs Market - Revenue and Forecast,

2021 - 2031 (US\$ Million)

Figure 42. Company Positioning & Concentration

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