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North America Anti-Obesity Drugs Market Size and Forecast (2021 - 2031)

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Abstracts

The North America Anti-Obesity Drugs Market is projected to grow significantly, reaching approximately US$ 147,317.2 million by 2031, up from US$ 12,583.7 million in 2024, with an estimated compound annual growth rate (CAGR) of 34.5% from 2025 to 2031.

Executive Summary and Market Analysis

The North American anti-obesity drugs market encompasses the United States, Canada, and Mexico, and is expected to capture a substantial portion of the global market. The growth in this region is driven by increasing obesity rates, heightened health awareness, and advancements in pharmaceutical research. The prevalence of obesity in North America is notably high, attributed to sedentary lifestyles, poor dietary choices, and genetic predispositions, which has led to a rising demand for effective weight management solutions. Additionally, government and healthcare initiatives aimed at obesity prevention and treatment are further propelling market growth. Improved healthcare access and insurance coverage for obesity treatments also encourage patients to adopt these medications. Innovations in technology and the development of safer, more effective drugs, particularly GLP-1 receptor agonists, have significantly improved treatment outcomes, earning the trust of healthcare providers and patients. Furthermore, increased investment in research and development by pharmaceutical companies, along with strategic partnerships for drug development and marketing, is contributing to the rapid expansion of the market. These factors position North America as a key player in the global anti-obesity drug market.

Strategic Insights

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Market Segmentation Analysis

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

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

By Drug Class: Includes GLP-1 Agonists, Lipase Inhibitors, MC4R Agonists, and Others, where GLP-1 Agonists dominate the market in 2024.

By GLP-1 Agonist: Further segmented into Semaglutide, Liraglutide, and Tirzepatide (Zepbound), with Semaglutide having the largest share in 2024.

By Application: Categories include Appetite Suppression, Inhibition of Fat Absorption, Metabolic Enhancement, and Combination, with Appetite Suppression leading in 2024.

By Route of Administration: Divided into Oral and Parenteral, with Parenteral being the most prevalent in 2024.

By Distribution Channel: Includes Hospital Pharmacies, Online Channels, and Retail Pharmacies, with Hospital Pharmacies holding the largest share in 2024.

Market Outlook

The global anti-obesity drugs market is primarily driven by the increasing prevalence of obesity. As obesity rates rise due to lifestyle factors and genetic influences, the demand for effective medical interventions is growing. This trend is prompting patients and healthcare providers to seek pharmacological solutions alongside lifestyle modifications. Consequently, pharmaceutical companies are investing heavily in the development and marketing of anti-obesity drugs. The World Health Organization (WHO) reports that the global prevalence of obesity has more than doubled since 1990, with 2.5 billion adults classified as overweight and over 890 million as obese in 2022. The prevalence of obesity is expected to rise from 14% in 2023 to 24% by 2035, affecting nearly 2 billion individuals. The economic burden of obesity is also significant, with costs projected to exceed US$ 4 trillion by 2035, accounting for about 3% of global GDP.

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Country Insights

The North American market is segmented into the United States, Canada, and Mexico, with the United States holding the largest market share in 2024. According to the National Health and Nutrition Examination Survey, the obesity prevalence in U.S. adults was 40.3% from August 2021 to August 2023, with higher rates among those aged 40-59. This increase in obesity rates has led to a rise in related health issues, such as type 2 diabetes and cardiovascular diseases, driving demand for effective anti-obesity medications.

Key pharmaceutical companies, such as Novo Nordisk and Eli Lilly, have introduced innovative treatments that have transformed the market. Novo Nordisk's semaglutide-based drugs, Ozempic and Wegovy, are widely prescribed for diabetes and obesity management. Eli Lilly's tirzepatide, marketed as Mounjaro and Zepbound, has also gained traction, with promising results from clinical trials for new weight-loss drugs.

Company Profiles

Key players in the North America Anti-Obesity Drugs Market include GSK Plc, F. Hoffmann-La Roche Ltd, Teva Pharmaceutical Industries Ltd, Novo Nordisk AS, 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, including expansion, product innovation, and mergers and acquisitions, to enhance their market presence and offer innovative products.

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