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Brits No Longer See GLP-1s As “Cheating” - They See Them As A Chance

- *Quarter of UK adults prescribed GLP-1s, and almost half know someone else who is*
- *Majority of Brits disagree that using weight loss medication is “cheating”*
- *Belief in the effectiveness of weight loss medications has more than tripled since last year*
- *But stigma remains – over half of Brits say they’ve felt judged about their weight by a healthcare professional*

London, UK, 19th November 2025: A year after publishing its inaugural State of Obesity Report, digital healthcare provider [Numan](#) is back with its second report – **The State of Obesity 2025*** – diving deeper into Britain's relationship with obesity treatment and perceptions. And the results show a country in the middle of a mindset shift.

Once dismissed as a celebrity fad, GLP-1s are becoming mainstream

Following a survey of 2,000+ adults across the UK* Numan's 2025 report found that almost two-thirds (60%) of those surveyed identified themselves as living with overweight or obesity. Nearly a quarter (24%) said that they have been prescribed a GLP-1-based medication, and almost half (47%) know a friend, family member, or colleague who has.

Further to this, over two-fifths (41%) of respondents strongly disagree that using weight management medications like GLP-1s to manage their weight is “cheating” – which is significantly higher than 2024, when only three in 10 (31%) respondents felt this way.

Belief in the effectiveness of these medications has also more than tripled over the last 12 months. In 2024, Numan found that only 15% believed GLP-1-based medications to be effective for managing obesity - but in this latest report, over half of respondents (53%) said they believe they are effective.

Blame narratives are finally fading

More broadly, the report has found that perceptions around obesity are changing - moving in a more science-based direction.

According to the findings, awareness that obesity is a disease continues to grow, with only 29% of people now denying this, compared to 43% just a year ago.

And those who see obesity as a disease tend to approach things more scientifically. They're nearly twice as likely to point to genetics (19% vs 8%) and significantly more likely to point to food industry practices (like marketing, and ultra-processed foods) (36% vs 25%) as major causes of obesity. Plus they're far more receptive to medical treatment - with over a third (36%) saying weight management medications are the most effective option, compared to 17% of those who disagree.

The share of Britons who say obesity is a matter of personal choice has also dropped from 57% to 44% in the last year, reflecting a shift away from framing it purely as a question of willpower.

Zoe Griffiths, Registered Dietitian and VP of Behavioural Medicine at Numan, says: *"We're seeing a real shift in how people think about obesity and its treatment. For years, conversations about weight were dominated by personal responsibility, shame, and self-blame. Now, more people recognise that obesity is a medical condition – one that deserves compassion, science, and proper support. GLP-1-based medications are helping to bridge that gap, giving people hope and a new sense of possibility, rather than guilt."*

Social media is outpacing the NHS as a source of information

Today, most Brits are discovering GLP-1s outside of traditional healthcare channels - including social media channels (up to 34% in 2025 from 26% in 2024), word of mouth (27% up from 6%), and TV / press (16% up from 13%).

Concerningly, one in ten (10%) said they were finding information about weight management medications from non-clinical AI tools, such as ChatGPT. The findings highlight the need for clear policy, NHS guidance, and trusted, evidence-based information on obesity treatments from regulated providers.

But stigma & systemic gaps persist

Two-fifths (40%) of the 2025 respondents believe that fear of being judged stops people from getting formal support for their weight. And over half (55%) said they have felt judged by a Healthcare Professional (HCP) about their weight – with 17% saying this happens often.

Further to this, 16% believe there is a lack of referrals from HCPs when it comes to supporting people with their weight, and one-fifth (20%) said the government should better train HCPs in obesity and weight management treatment.

When it comes to government support, almost half (48%) of respondents don't think they're doing enough to support people living with obesity. Over a third (39%) believe the government should be making healthier food cheaper and more accessible, around a quarter (27%) say that they should be improving access to physical activity opportunities, and more than one in five (21%) say they should be making unhealthy foods less appealing and available.

Sokratis Papafloratos, Founder and CEO at Numan, comments: *"It's encouraging to see more people recognising obesity as a disease and acknowledging the factors that can cause it. The science is clear: obesity is a complex, chronic disease influenced by biology, environment, society, and behaviour. And recognising this is the key to tackling stigma and improving care."*

Although public perceptions are shifting, more work still needs to be done to provide the public with education and professional medical support when it comes to weight management - it's the key to unlocking huge public health gains and supporting happier, longer, healthier lives."

ENDS

Notes to editors

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***About The State of Obesity Report 2025**

- Survey of 2,000+ UK adults
- Nationally representative
- Commissioned by Numan and conducted by Attest
- Data captured in October 2025

About Numan

Numan is a UK-based healthtech company dedicated to helping people live healthier, happier, and longer lives through personalised, integrated care on a single digital platform. Numan provides clinical guidance, medication, behavioural health coaching, diagnostics, and supplements - empowering individuals to take control of their health.

Driven by a team of leading healthcare specialists, Numan is committed to revolutionising the way we address health concerns - having already provided life-changing treatment to thousands for conditions that are commonly undertreated, mistreated, and misunderstood, including obesity management, testosterone deficiency, sexual performance, and diagnostics.

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