

YouGov

UNITED KINGDOM



The new health and wellbeing consumer



YouGov Syndicated tracker webinar February 2026

YouGov Health & Wellbeing tracker

Our newest syndicated tracker – delivered by YouGov, shaped by its members



Who we speak to every quarter:

~2,000

UK 18+ nat rep



+ 500

Boost of weight loss drug and cosmetic treatment users



Including natural fallout of weight loss drug and other cosmetic treatment users

Wave 1

August 2025

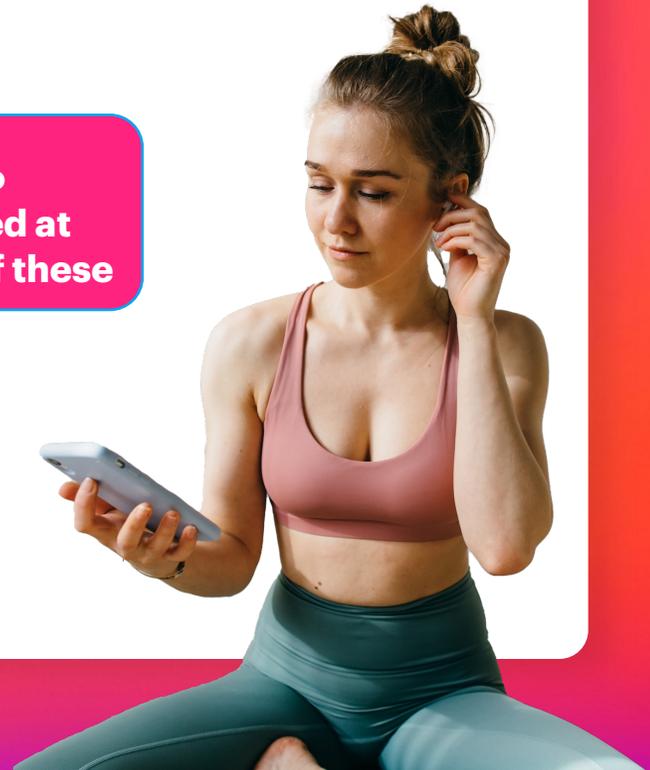
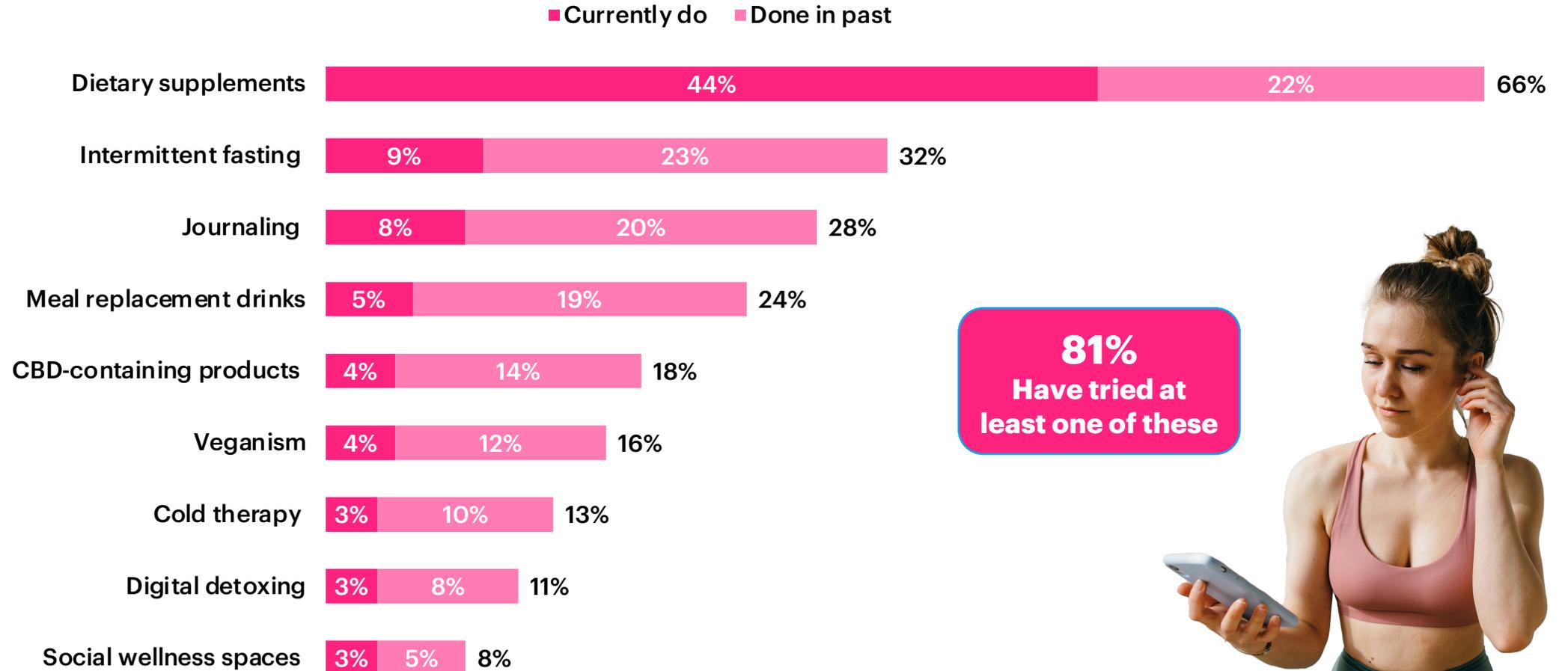
Wave 2

December 2025

Wave 3

March 2026

Currently do / have tried wellness trends



Attitudes towards healthy food and diet



55% agree

"I try to ensure I consume my '5-a-day' fruit and vegetables"

24% disagree

23% agree

"I don't care much about what's in my food if it tastes good"

55% disagree

45% agree

"Fresh food is healthier than frozen food"

23%

Many assume that fresh > frozen

There is interest in trying new things

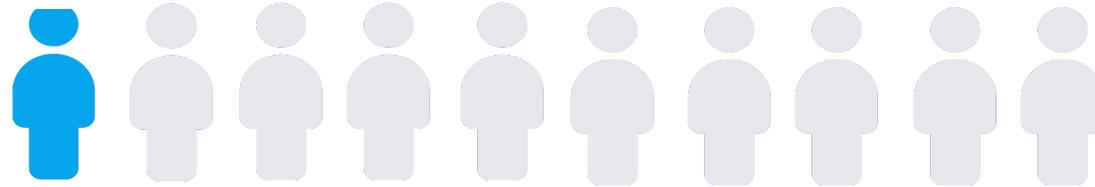
21% agree

"I would be interested in trying lab-grown meat"

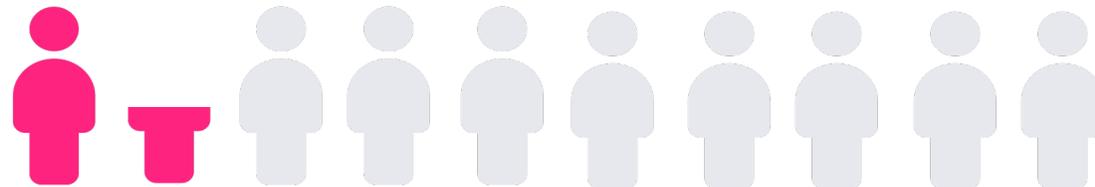
59% disagree



8% have used weight loss drugs – equivalent to 4.3 million people



14% would consider using weight loss drugs in the future – equivalent to 7.6 million people



Source: YouGov Health & Wellbeing tracker: December 2025

Which, if any, of the following types of cosmetic treatments have you had/used? Please select all that apply. | Which, if any, of the following cosmetic treatments would you consider having/using in the future? Please select all that apply.

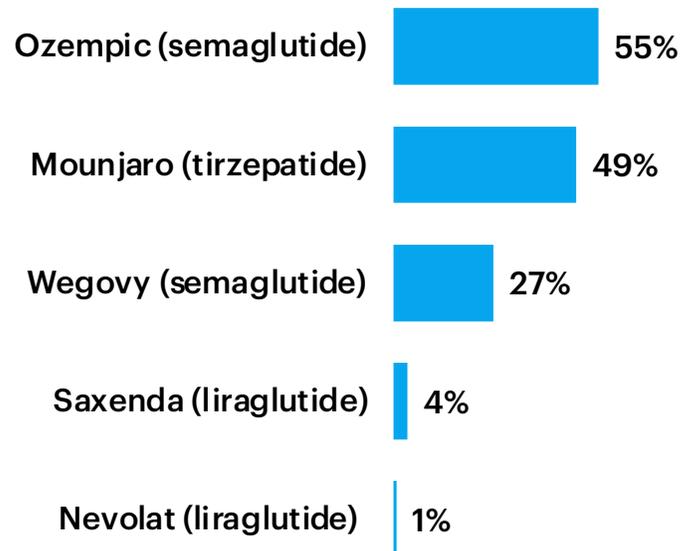
Base: 2,014 UK adults (Nat rep) | ONS Mid-Year Population Estimates, United Kingdom, June 2023 (UK 18+ population)

71% of the population are aware of weight loss drugs



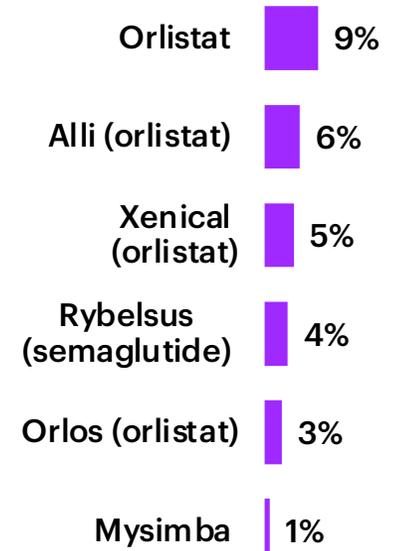
69% 

Weight loss injections



47% 

Non-injectable weight loss drugs



Source: YouGov Health & Wellbeing tracker: December 2025

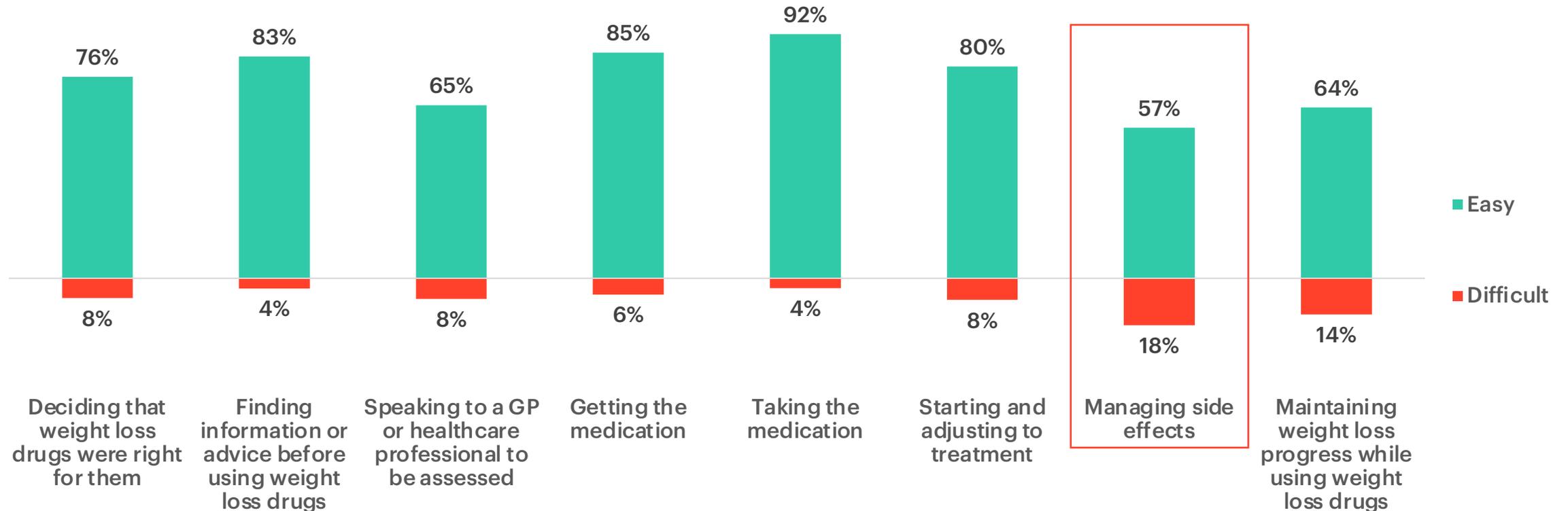
Which, if any, of the following types of cosmetic treatments are you aware of? Please select all that apply.

Which, if any, of the following weight loss drugs are you aware of? Please select all that apply.

Base: 2,014 UK adults (Nat rep)

An easy journey...

Ease of weight loss drug journey



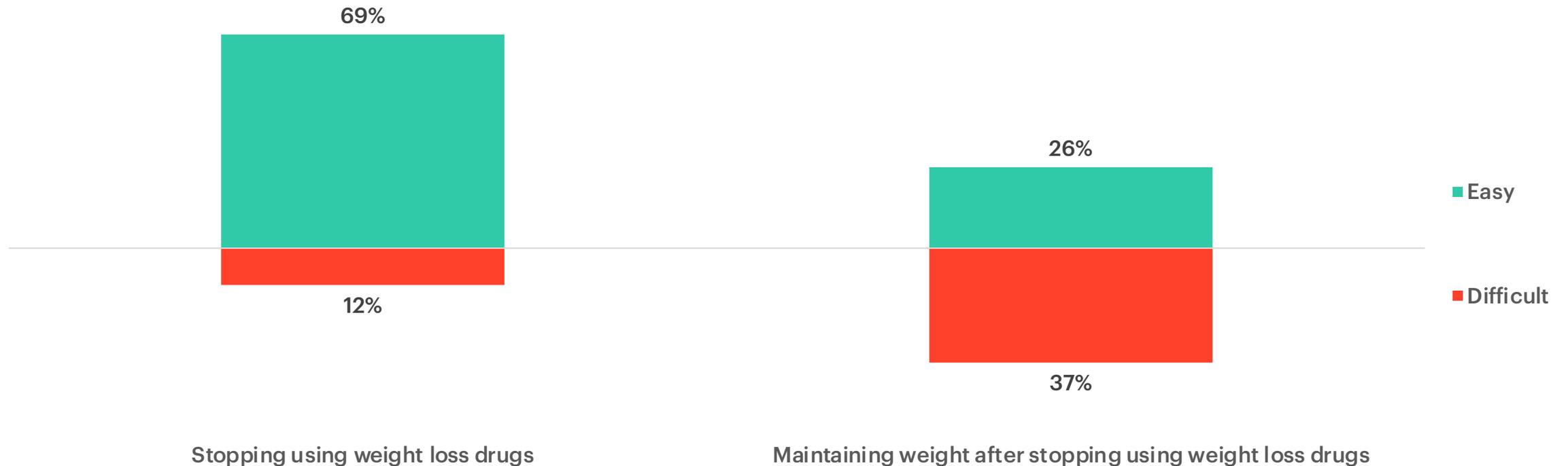
Source: YouGov Health & Wellbeing tracker: December 2025

And how easy or difficult was your experience of the following, in relation to the weight loss drug you have most recently used, [weight loss drug name]?

Base: 347 GB weight loss drug users (Nat rep + Boost)

... until it comes to stopping

Ease of weight loss drug journey – those not used weight loss drugs in last month

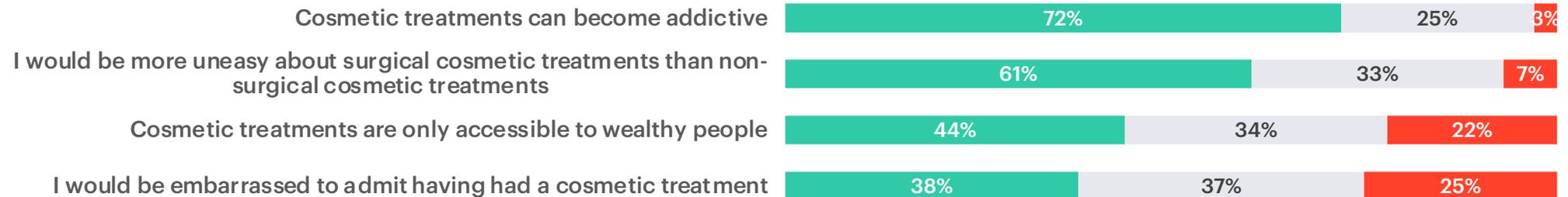
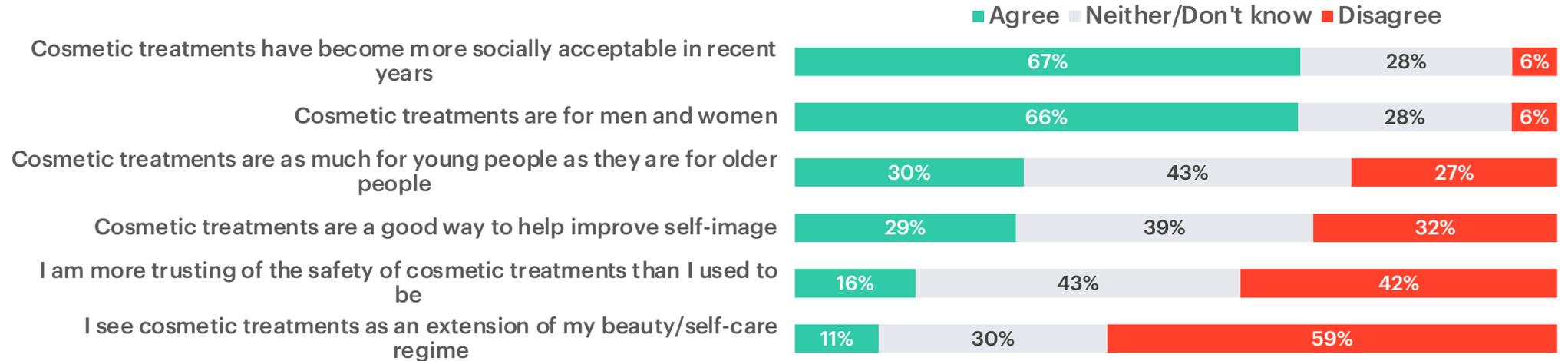


Source: YouGov Health & Wellbeing tracker: December 2025

And how easy or difficult was your experience of the following, in relation to the weight loss drug you have most recently used, [weight loss drug name]?

Base: 145 former weight loss drug users (Nat rep + Boost)

What do consumers think of cosmetic treatments?



Source: YouGov Health & Wellbeing tracker: December 2025

Thinking about cosmetic treatments more generally, to what extent do you agree or disagree with the following statements about cosmetic treatments?

Base: 2,014 UK adults (Nat rep)

Users are positive about treatments



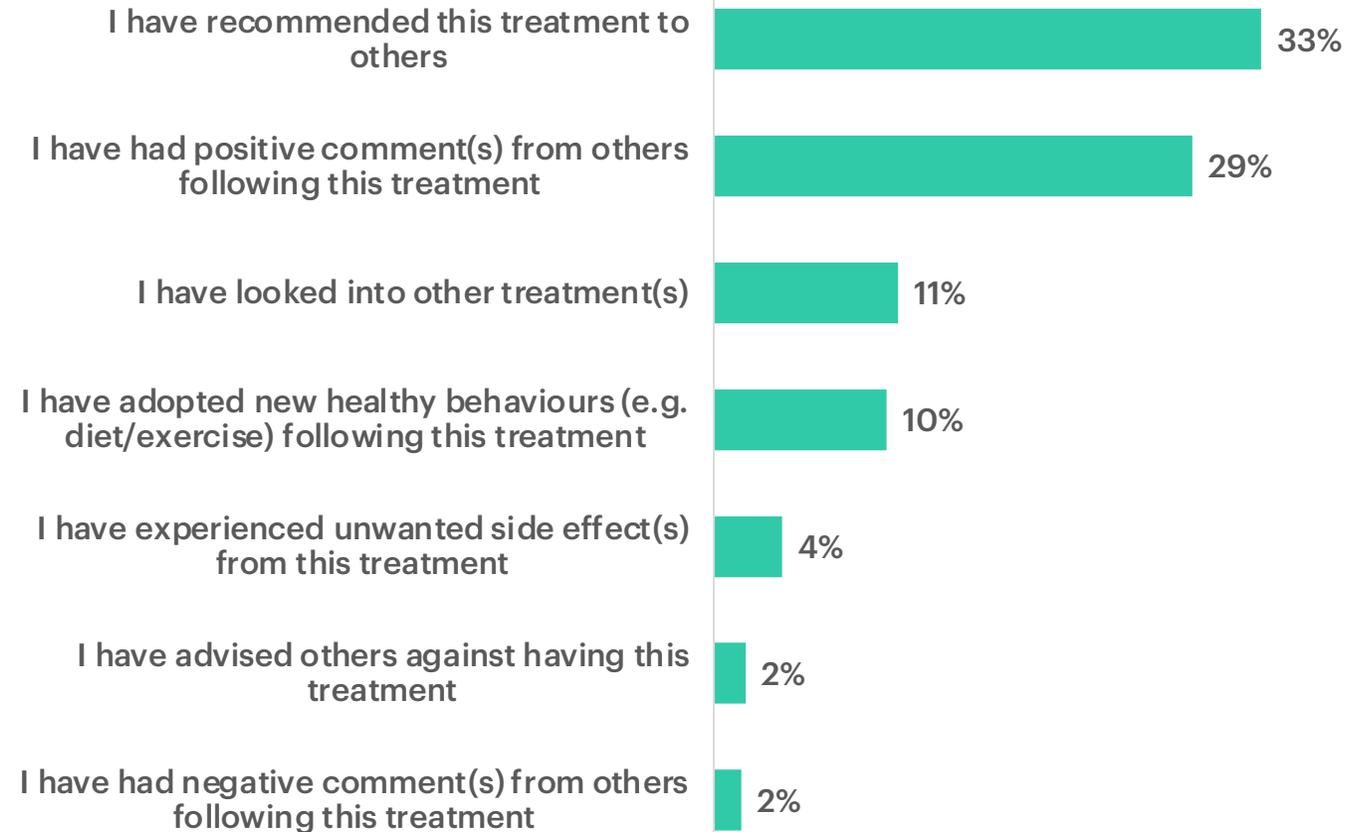
68%

Rate satisfaction with their treatment 8, 9 or 10 out of 10

42%

Rate their likelihood of recommending their treatment 8, 9 or 10 out of 10

Since treatment...



Source: YouGov Health & Wellbeing tracker: December 2025

Which, if any, of the following have happened since your last cosmetic treatment? Please select all that apply.

Base: 450 UK cosmetic treatment users whose most recent treatment was any excl. weight loss drugs (Nat rep + Boost)

Thank you

/Research Reality

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