

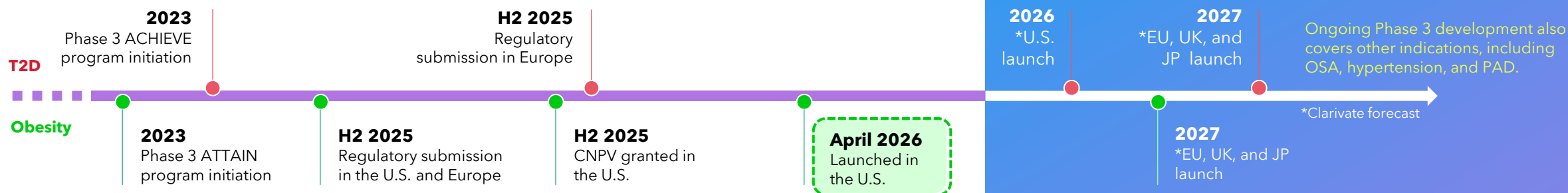
# Orforglipron: expanding the obesity GLP-1 market

Market Event Summary

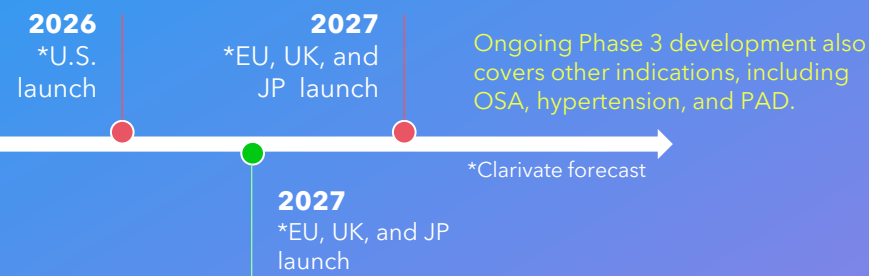
# Orforglipron’s launch for obesity in the U.S.

A small molecule, a giant leap for GLP-1 therapy

## Timeline: key developments for metabolic diseases



## Clarivate’s takeaways



Company	Drug (formulation)	U.S. brands	
		Obesity	T2D
Novo Nordisk	Liraglutide (SC)	Saxenda	Victoza
	Semaglutide (SC)	Wegovy	Ozempic
	Semaglutide (oral)	Wegovy pill	Rybelsus / Ozempic pill <sup>2</sup>
Eli Lilly	Tirzepatide (SC) <sup>1</sup>	Zepbound	Mounjaro
	<b>Orforglipron (oral)</b>	<b>Foundayo</b>	<b>?</b>

1. Same strengths approved for obesity and T2D. 2. Novo announced in Feb. 2026 that Rybelsus will be rebranded as Ozempic pill.

Eli Lilly has yet to indicate whether orforglipron will converge under a single brand or diverge by indication—and whether this strategy will be applied consistently across the G7 markets. This is especially pertinent given Lilly’s precedent with tirzepatide, which is branded separately for obesity and T2D in the U.S. and Japan but marketed under a single brand (Mounjaro) in Europe.



### A shift from peptides to small molecules

While oral GLP-1-based therapy has already marked a turning point in the metabolic market, orforglipron represents a more fundamental shift in the GLP-1 RA products landscape. As the first non-peptide, small-molecule GLP-1 RA, it signals an evolution from peptide engineering toward chemically synthesized “gliprons,” with implications for scalability, dosing flexibility, and long-term market expansion.

# Market impact of orforglipron

Dynamics differ across obesity and T2D

## Clarivate's takeaways

### Impact on the obesity market post-launch

- Following its U.S. launch for obesity, orforglipron is forecast to meaningfully grow GLP-1 use by addressing key barriers of the drug class, particularly injection aversion and dosing complexity. Its flexible, once-daily oral formulation, without any dosing restrictions, positions it well for earlier-line use, GLP-1-naive patients, and long-term weight-maintenance settings. Results from the ATTAIN program support clinically relevant weight loss, while ATTAIN-MAINTAIN highlights a potential role in sustaining prior GLP-1-induced weight reduction after step-down from injectables.
- Rather than predominantly displacing highly efficacious injectables, we expect orforglipron to expand the GLP-1 treated population by extending therapy to patients who might otherwise defer or discontinue treatment.

### Projected impact on the T2D market

- In T2D, uptake will be more gradual and measured, reflecting a mature and highly competitive GLP-1 landscape coupled with higher acceptance for injections as the disease progresses.
- While orforglipron's convenience and head-to-head data with Novo Nordisk's oral semaglutide support clinical competitiveness, orforglipron will primarily contribute through use in earlier-line and GLP-1-naive patients. Overall market penetration will be incremental rather than disruptive, with injectables remaining preferred for patients requiring the highest efficacy.

## Clarivate coverage of obesity

- [Disease Landscape & Forecast | Obesity \(G7\)](#), providing comprehensive market intelligence insights.
- [Treatment Algorithms: Claims Data Analysis | Obesity \(US\)](#), with details on the treatment journey and brand usage practices based on patient-level claims data.
- [Epidemiology](#), with diagnosed incidence and prevalence data for obesity; coverage includes G7 countries.
- [Unmet Need | Obesity \(US and EU\)](#), providing a detailed, expanded analysis of the unmet needs associated with obesity / overweight therapies, including an Excel-based Target Product Profile Simulator.
- [Access & Reimbursement | Obesity \(US\)](#), providing insights on the impact of payer policies on prescribing behavior in obesity.
- [China In-Depth | Obesity / overweight](#), providing comprehensive market intelligence insights.

Clarivate also provides comprehensive coverage of the T2D market. Contact us to learn more about Clarivate's [full suite of T2D solutions](#), covering GLP-1 RA products.

## About the author



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Shambhavi Shukla has authored competitive landscape and market insight reports covering a range of metabolic disorders, with a specific focus on type 1 diabetes, type 2 diabetes, and GLP-1 RA products. She holds a master's degree in biotechnology from Amity University in India.

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# Think forward™

**Have a question?**

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#### About Clarivate

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