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**Popularity of Novel Incretin Based Therapies among Google Users: A Trend Analysis 2017-2024**

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**STEP 6: ABSTRACT BODY:**

**PURPOSE:** The use of semaglutide and tirzepatide has expanded from the treatment of diabetes to obesity and related complications. The brand names of the (Semaglutide-Ozempic, Wegovy by Novo Nordisk, Bagsværd, Denmark; United States (US) Food and Drug Administration (FDA) diabetes approval 12/2017, United (UAE) approval 2020); Tirzepatide- Mounjaro, Zepbound by Lilly, Indianapolis, USA; FDA diabetes approval 05/2022, UAE approval 07/2022) are gaining popularity due to robust scientific evidence on efficacy for weight loss, social media outreach and celebrity influence. We sought to study the trends in novel incretin therapies searches by Google users in UAE in comparison to those in US. **METHODS:** We analyzed Google search data in UAE and US from 2017-2024, using a publicly available Google Trends (<http://google.com/trends>). Relative search volume (RSV) was assessed for all searches including terms "Semaglutide, Ozempic or Wegovy", and for Mounjaro or Zepbound". We then analyzed the differences in search trends geographically pre and post FDA approval for chronic weight management (Semaglutide Tirzepatide in 2023). **RESULTS:** In US, Semaglutide RSV increased by 454% from 11 in 2018 to 61 in 2020 and changed by +1137% from 164 in 2021 to 2030 in 2024. Tirzepatide RSV increased by +7037% from 214 in 2021 to 1720 in 2024. Tirzepatide RSV first appeared in 2022 and it increased in UAE by 833% from 128 in 2022 to 1195 in 2023. Semaglutide RSV increased by +265% from 258 in 2022 to 942 in 2023. Post obesity approval indication for tirzepatide in 2023, RSV in UAE increased by 585% from 1195 in 2023 to 1895 in 2024. **CONCLUSIONS:** There has been a growing public interest in novel incretin-based therapies since initial approvals for tirzepatide but after the expanded indication for treatment of obesity, the google search volumes have increased tremendously in UAE and US. There is a further understanding the effects of increased digital engagement on healthcare access, medication utilization and metabolic outcomes to make informed educational tool, policies, and strategies to combat the epidemic of obesity.

Author Disclosure Information:

**N. Agarwal:** None. **F.B. Lootah:** None. **S.G. Suliman:** None.

**STEP 2: PRESENTATION TYPE (Complete):** Oral Session Presentation

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