

Macro Roundup Article

Headline: [Today's Most Important Technology](#)

Article Link: <https://www.exponentialview.co/p/todays-most-important-technology>

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Tweet: [@ExponentialView](#) argues that GLP-1 agonists like Ozempic and Mounjaro “will be the most impactful technology in the US over the next two years,” countering the \$2T global economic costs of overweight and obesity, projected to double by 2035.

Summary: While GLP-1s were initially focused on patients with type 2 diabetes, their effectiveness for weight management has seen demand grow outside of their initial treatment purpose. In 2019, fewer than 10% of patients on semaglutide were taking it for weight control. By the middle of last year, that proportion surged to 41.7%. Besides bolstering the pockets of big pharma, the economic potential of GLP-1s comes in its second and third-order impacts. 1 in 8 people worldwide are living with obesity. Alongside those who are overweight, they cost the global economy \$2 trillion. Nearly 70 cents in the dollar is due to indirect costs – premature mortality and productivity losses associated with ill health. Without intervention, this impact is expected to double by 2035.

Related Articles: The Year of Ozempic and How Weight Loss Drugs Stopped a Danish Recession

Primary Topic: Innovation/Research

Topics: GDP, Growth, Innovation/Research, Op-Ed/Blog Post, Productivity

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