# Generic 'Skinny Jabs' to Boost Accessibility of Weight-Loss Medications Like Ozempic and Saxenda



Weight-loss medications dubbed "skinny jabs" like Ozempic, Wegovy, and Saxenda are set to see increased accessibility with the emergence of more affordable generic versions. These drugs, which can facilitate significant weight loss, have recently gained popularity, particularly with endorsements from celebrities.

Novo Nordisk, the Danish pharmaceutical company behind these drugs, announced a $4 billion investment in U.S. manufacturing plants in response to burgeoning demand. Generic versions of Victoza, produced by companies like Israel’s Teva Pharmaceutical Industries and London-based Hikma Pharmaceuticals, have now entered the U.S. market. Additionally, major companies including Pfizer and Novartis’s Sandoz are also planning to launch their own generic liraglutide products.

The introduction of generics is anticipated to substantially reduce costs, making these treatments more accessible globally, especially in lower-income countries. This development follows patent expirations for Victoza and Saxenda, with Ozempic and Wegovy patents set to expire in various markets between 2026 and 2032.

Experts like Prof Giles Yeo from the University of Cambridge predict a surge in usage, particularly as pricing becomes more accessible. Consequently, these changes could alleviate the financial burden on healthcare systems like the NHS, which currently prescribes these medications sparingly due to high costs.

In China, Wegovy has been approved for long-term weight management and is expected to meet significant demand in a country where over half the population is classified as overweight. Although the market has been tightly controlled, demand is driving high prices on the black market. Novo Nordisk anticipates considerable gains in China and potential for exporting to other countries with high obesity rates, such as India.

This trend suggests increased competition and potential price reductions in the weight-loss drug market, potentially making these treatments more widely available and addressing obesity-related health issues more effectively.