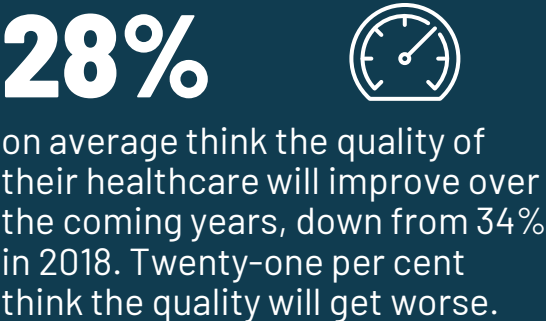
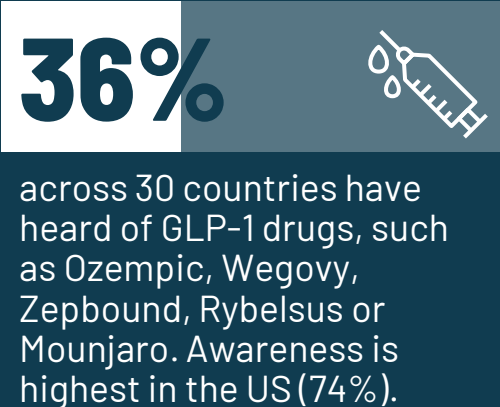
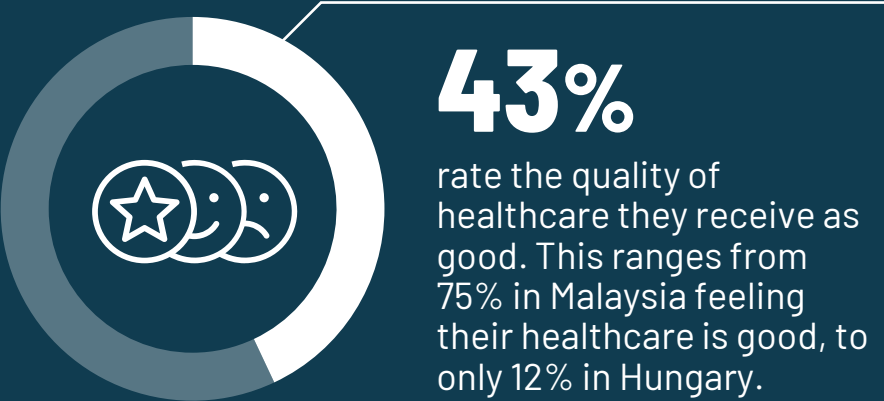
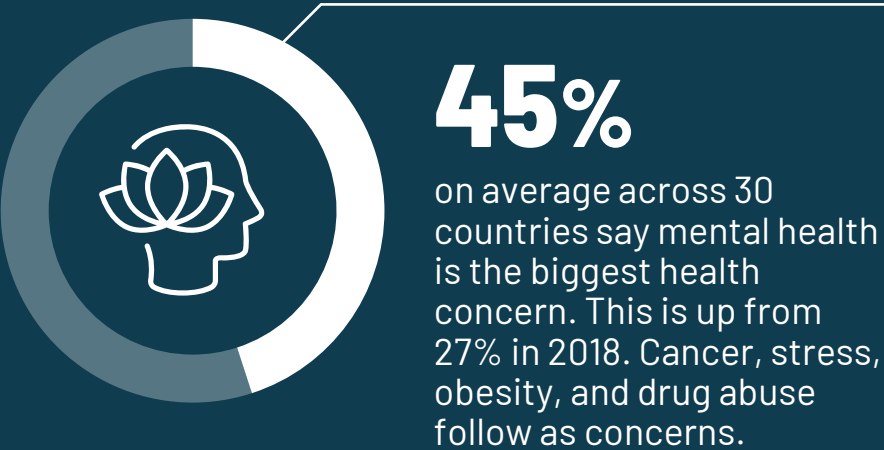


IPSOS HEALTH SERVICE REPORT 2025

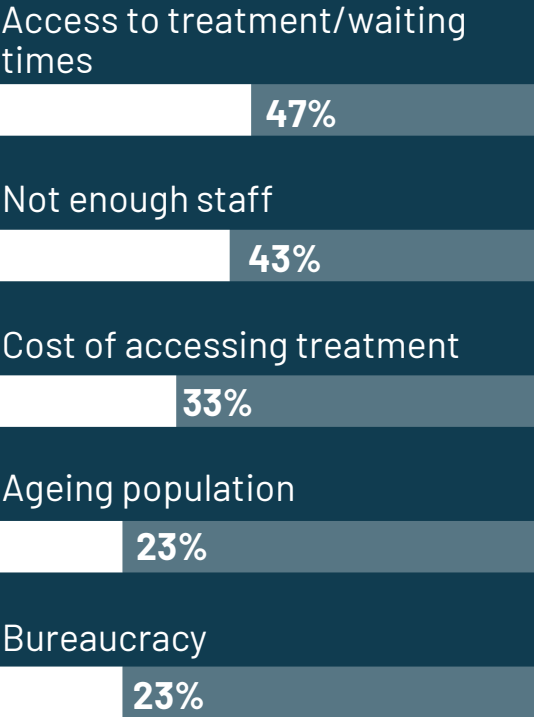
A 30-Country Ipsos
Global Advisor Survey

October 2025

At a glance



Perceived biggest healthcare problems:



Summary

People much more likely to think the level of care they get is good vs. bad

Four in ten (43%) rate the quality of the healthcare they have access to in their country as good. Only 22% rate the care they receive as poor.

Malaysia and the Netherlands are the most likely to feel their healthcare system is good. Britain and Canada have experienced marked falls in their ratings in recent years.

While many European countries are more likely to rate their healthcare as good rather than poor, many think it will get worse in the future.

One in two (51%) in France, 39% in Germany and 35% in the Netherlands expect quality to go down in the coming years.

Mental health is seen as the top health problem

45% on average across 30 countries see mental health as a problem in their nation. It ranks ahead of cancer (41%) and obesity (25%) as the biggest health problems. Perception of mental health as an issue rose rapidly during the pandemic and the proportion that see it as a problem has increased by 18 points since 2018.

As worry about mental health has risen, worry about stress has risen too. 31% see it as a problem. At the same time 59% say in the past year there have been points when they were so stressed they could not cope.

76% also say mental and physical health are equally important, but just 38% think their healthcare system treat them as such.

Low awareness of GLP-1s globally, but high in the most advanced economies

Across 30 countries only 36% have heard about GLP-1 drugs such as Ozempic and Wegovy. However, this rises to 74% in the US. Despite much discussion about the effectiveness of the drugs, only around one in eight think there will be fewer obese people in their country in 10 years' time.

Of those that have heard of the drugs are most likely to have been made aware of them online. 45% heard about GLP-1s from social media, while only 19% knew about them from a medical professional.

We explore how the new narrative around GLP-1s is not being set by pharma companies or traditional healthcare companies, but influencers and telehealth.

