

FROM ARTIFICIAL INTELLIGENCE TO ANTI-OBESITY THERAPIES: EVIDENCE OF SYSTEMIC TRANSFORMATIONS IN HEALTH AND FOOD CONSUMPTION

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RESUMO

Introduction: Contemporary society has been marked by technological advances that suggest the emergence of a new industrial revolution, driven by the widespread adoption of Artificial Intelligence (AI), particularly in healthcare. As in previous industrial transitions, its effects extend beyond technology, profoundly influencing healthcare systems, the pharmaceutical industry, and the food and beverage market. In this context, a convergence between digital and biotechnological innovation can be observed through the development of anti-obesity pharmacological therapies, which have been redefining consumption patterns and eating behaviors. Furthermore, AI-based technologies contribute to medical decision-making, continuous patient monitoring, and personalized health interventions. **Objective:** This study aims to analyze the relationships between the rise of AI and systemic transformations in healthcare and food consumption, with emphasis on the impact of anti-obesity therapies-especially injectable weight-loss medications-on markets and population habits. It also seeks to understand how these innovations reflect broader structural changes associated with periods of technological transition. **Methodology:** This study consists of an exploratory qualitative literature review based on secondary data analysis. Scientific articles indexed in the PubMed and Scielo databases, as well as economic and healthcare reports, published between 2020 and 2026, were analyzed. The descriptors used included “Artificial Intelligence,” “obesity treatment,” “GLP-1 agonists,” “food consumption,” “digital health,” and “metabolic health.” No primary data were collected. The analysis was conducted through interpretation of findings reported in the selected literature and contemporary market trends. **Results:** The reviewed literature suggests that advances in anti-obesity therapies may be associated with reduced caloric intake and the adoption of healthier eating habits among users. The analyzed studies and reports also indicate impacts on the food and beverage industry, including the reformulation of products, expansion of lower-calorie options, and increased investment in healthier alternatives. In addition, the literature points to possible reductions in the consumption of products commonly associated with hypercaloric diets. Evidence gathered from the reviewed sources also suggests that AI-based technologies may contribute indirectly to these transformations by expanding access to health information, supporting personalized healthcare, and encouraging lifestyle changes through digital monitoring and predictive analysis. **Conclusion:** The interaction between AI and pharmacological innovations in obesity treatment appears to represent a systemic transformation that transcends the healthcare sector, influencing production chains and consumption patterns. The findings of this literature review reinforce the hypothesis of an ongoing technological transition characterized by the integration of digital technology, healthcare, and human behavior, with potential long-term impacts on preventive health and nutrition.

Palavras-chave: Artificial Intelligence Obesity Eating Behavior Health Innovation.