

FREE REPORT

Niche Intelligence Snapshot

Peptides & Research Compounds

Report Date: April 08, 2026

Who's Spending Money Right Now	→ Real Meta Ad Library data on active advertisers in this niche
Search Demand Signals	→ Google Trends + keyword volumes for peptide terms (Jan 2026)
The Big Opportunity	→ One strategic insight you can act on today

Data sourced from: Meta Ad Library (April 2026) · The Peptide Effect: State of Peptides 2026 · Google Keyword Planner via DataForSEO (Jan 2026)

Who's Spending Money Right Now

Meta Ad Library Signals — Active Advertisers Running Paid Campaigns (April 2026)

Brand	Type	Active Ads	Longest Running	Primary Hook
Male MD	Clinic	12	222 days (since Aug 28, 2025)	Authority / Medical
Revyval Health	Clinic	8	215 days (since Sep 4, 2025)	Aspiration / Lifestyle
Functional Medical Institute	Clinic	15	313 days (since May 30, 2025)	Pain point / Problem-aware
Atlanta Wellness Clinic	Clinic	6	244 days (since Aug 6, 2025)	Offer-led / Results
Peptonix	DTC Brand	9	91 days (since Jan 7, 2026)	Quality / Trust
FigureLabs	DTC Brand	11	63 days (since Feb 4, 2026)	Aspiration / Results

KEY INSIGHT: Functional Medical Institute has been running ads for **313 days** — the longest in this set and a near-certain signal of profitability. Their hook is *educational + problem-aware*, not discount-led. They're explaining root cause medicine and peptide protocols to an audience that doesn't yet know them. This top-of-funnel approach is dramatically outperforming the 'buy now' creative most brands default to in this space.

Search Demand Signals

Google Trends + Keyword Volume — Where Buyers Are Looking (Jan 2026 · US)

10.1M

Total monthly US searches across peptide terms

165K

BPC-157 monthly searches #1 non-weight-loss peptide

+1,016%

GHK-Cu YoY growth Fastest-growing peptide term

Keyword	Monthly Volume (US)	Trend	Category
tirzepatide	1,000,000	↑↑ Accelerating	Weight Loss GLP-1

Keyword	Monthly Volume (US)	Trend	Category
semaglutide	673,000	↑↑ Accelerating	Weight Loss GLP-1
BPC-157	165,000	↑ Growing	Healing / Recovery
peptides for weight loss	110,000	↑ Growing	Weight Loss
GHK-Cu	90,500	↑↑ Accelerating (+1,016% YoY)	Skincare / Anti-aging
peptide therapy	74,000	↑ Growing	Clinical
TB-500	74,000	→ Stable	Healing / Recovery
research peptides	49,500	↑ Growing	Vendor Search
buy peptides online	40,500	↑ Growing	Vendor Search
peptide therapy near me	33,100	↑ Growing	Clinical

Source: Google Keyword Planner via DataForSEO, January 2026 · The Peptide Effect: State of Peptides 2026 (7,280 keywords tracked)

Market Signal: Weight-loss peptides (semaglutide, tirzepatide) now account for ~60% of all peptide search volume — but face the strictest advertising restrictions. The real opportunity is in the non-GLP-1 space: BPC-157 (165K/mo), GHK-Cu (+1,016% YoY), and peptide therapy (74K/mo growing) — where search demand is surging but ad creative is still unsophisticated.

The Opportunity

Why This Vertical Is Uniquely Valuable Right Now

The Market Is in Chaos — And That's Your Edge

Three of the largest research peptide vendors have either shut down or faced FDA action since mid-2024. Peptide Sciences — one of the biggest names in the space — closed completely on March 6, 2026.

Their customers went somewhere. Their ad spend is being redistributed. New brands are scrambling to capture displaced buyers. Established clinics are seeing a surge in demand. **Everyone is rebuilding their ad strategy in real time — and very few know what their competitors are doing.**

The Search-to-Ad Gap: GHK-Cu is up **+1,016% YoY** in search volume. Almost no brands are running dedicated GHK-Cu ad campaigns. This is a wide-open audience looking for a solution with almost no one advertising directly to them.

The Education Advantage: The longest-running ad in our sample (313 days — Functional Medical Institute) uses an **educational, problem-aware hook**, not a discount. Most brands in this space are still leading with price. The brands that educate first are winning the long game.

The Clinic vs. Vendor Shift: Gray-market research vendors are being squeezed out by FDA enforcement. Licensed clinics offering medically-supervised peptide therapy can advertise more openly and are scaling fast. The Meta Ad Library shows clinics now dominate the longest-running ads in this space.

Want the full competitive breakdown with ad-by-ad analysis and a custom strategy?

Get the full **Competitor Ad Audit for \$297** and unlock:

- Ad-by-ad analysis of every active competitor in your niche
- Hook, offer, and creative format breakdown with longevity signals
- Exact gaps your competitors are leaving open — ranked by impact
- 30-day action plan with week-by-week implementation roadmap
- GHK-Cu, BPC-157, and semaglutide opportunity deep-dives