tomorrow&

by Schieber Research

FREE PREVIEW · FALL 2026 · UNITED STATES

Peptides: what's moving

Outside drug and brand names, the biggest peptide search is a question. Google searches for questions such as “what are peptides”, “what do peptides do” and “peptides benefits” together average about 305,000 a month, up 385%. Measured across what people post, search and buy.

SUMMARY

The name sells; the word raises questions

Google searches for peptide questions (“what are peptides” and two similar phrases) average about 305,000 a month, up 385% on a year ago. Searches for copper peptides are up 485%, and searches for bacteriostatic water, the sterile water used to mix injectable peptides at home, are up 245%. On Amazon, peptide serums and eye creams sell more than a year ago. Most of these searches peaked in spring 2026 and are settling high. Within each world the names land; across worlds, the bare word “peptide” raises questions.

Strong: rising in social, search and sales · **Building**: rising in two of the three · **Early**: rising in one so far.

Numbers below: Google searches, US: average a month Oct 2025–Sep 2026, change vs Oct 2024–Sep 2025, unless marked. TikTok and Amazon US read 3 Nov 2026.

The question is the market: peptide questions 305K searches a month, up 385%	EARLY
Skin peptides surge in search: copper peptide searches up 485%	EARLY
Injectables grow: “bacteriostatic water” searches up 245%	BUILDING
GLP-1 rotates, it doesn't fade: tirzepatide 1.2M searches a month, up 30%	EARLY
Past the first peak: 20 of 32 growing peptide signals peaked in spring 2026	

ONE SHIFT, IN BRIEF

The question is the market: peptide questions 305K searches a month, up 385%

EARLY

Google searches for questions such as “what are peptides”, “what do peptides do” and “peptides benefits” together average about 305,000 a month, up 385%: the largest search cluster in the category outside drug and brand names. Searches for safety and legality questions (are peptides safe, legal, steroids; side effects) are up 410% to about 70,000 a month. Searches for “peptides vs steroids” are up 260%, and “peptides for women” 449%.

Google searches, US: average a month Oct 2025–Sep 2026, change vs Oct 2024–Sep 2025.

WHAT PEOPLE WANT

A plain answer: what a peptide is, which kind they are hearing about, and whether it is safe and legal.

POSSIBLE REASONS (NOT MEASURED)

Peptides arrived through three doors at once: GLP-1 drugs (which are peptides), skin care, and podcasts and news about injectable “research” peptides. One word covers a $20 serum and an unapproved injection, so people ask.

IN THEIR WORDS

> “She’s not saying why it’s a problem”
>
> TikTok comment on @cbsmornings's video · May 2026 · 4,168 likes

> “Peptides are basically just worse steroids with the same side effects right”
>
> TikTok comment on @newyorker's video · Apr 2026 · 1,750 likes

THE SEARCHES BEHIND IT

HOW PEOPLE SEARCH IT	GOOGLE SEARCHES A MONTH, US (OCT 2025–SEP 2026)	VS OCT 2024–SEP 2025	ALSO SEEN
what are peptides, what do peptides do, peptides benefits	305K	+385%	a cluster of three phrases; the largest outside drug and brand names
are peptides safe, are peptides legal, are peptides steroids, peptides side effects	70K	+410%	
peptides vs steroids	3,092	+260%	a comparison people make in comments too

What it might mean. Questions are the largest search cluster outside drug and brand names. Hypothesis to test: the umbrella word confuses because it covers four different products; brands that answer plainly may earn trust before the sale.

Worth checking. What would confirm the hypothesis: a survey asking which product people picture when they hear “peptide”; the questions in your own reviews, site search and customer service; whether a plain explainer lifts conversion.

The full report adds who, where it leads, what else could explain it, what would change our view, the searches behind it, and the videos and threads where you can see it.

THE FULL REPORT

Peptides Snapshot

Everything in this preview, taken to the level you can plan with.

01 **Five shifts as stories.** What people want, why, who, where it leads; the key numbers; the videos, products and comments where you can see it; what it might mean.

02 **Openings worth testing.**

03 **The numbers behind it.** 61 entries ranked by size and change, when each signal peaked, who it connects to, what Reddit says, the shelf for 11 product groups (in words), and what is easing.

04 **Appendix.** Context from published sources (what peptides are, regulation, market sizes), the research in brief, method, how each entry is measured, evidence log and sources.

$1,250

Peptides Snapshot · PDF, delivered on purchase · US data, Fall 2026

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Not medical advice. Prescription and unapproved peptides are named for information only.

Working on a different category, or a question of your own? We map any category the same way, around your question. Talk to us about a Category Map.

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