INDEPENDENT MARKET RESEARCH

The State and Growth of the UK Research-Peptide Market, 2019–2026

A data-led study of UK search demand, the retailer ecosystem, scientific publication trends, trust & verification, and AI-search visibility, built from an original tracked-market dataset plus independently sourced and evidence-graded external research.

EVIDENCE GRADING (A–E), USED THROUGHOUT: A = primary/regulator/first-party data, directly verified, covering both independent regulator/academic sources and this report's own directly-observed dataset (labelled as such at point of use) · B = live database/survey query, reproducible, low ambiguity · C = reasonable proxy, worldwide-not-UK, small sample, or single-pull data · D = weak / self-reported / thin-sample · E = vendor marketing claim or unverifiable, excluded from headline claims. Wherever no reliable public dataset exists, this report states that plainly rather than estimating a number to fill the gap.

Compiled
17 August 2026

Coverage window
2019–2026 (baseline context to 2015 / 1970s where evidenced)

Status
Draft, not yet published

Contents

Executive Summary

211 UK-facing sellers tracked	**195** classified research-peptide retailers	**34.1%** show a per-batch (not generic) COA	**26.1%** name a specific lab partner
10.0% have a QR-verifiable COA	**2025** the year search interest broke out	**27/27** tracked compounds without UK marketing authorisation	

Five things we learned

1. **There is no reliable £ figure for the UK research-peptide retail market**, and this report does not manufacture one. The market-research figures that circulate (Grand View Research, Spherical Insights, GMI) measure pharmaceutical peptide therapeutics or peptide manufacturing, different, licensed, B2B markets, not UK research-peptide retail. A vendor claim of "UK peptide market +340% since 2020" is a self-reported marketing figure with no disclosed methodology (Grade E) and is excluded.
2. **Worldwide search interest broke out in a single compressed ~14-month event, then pulled back sharply.** Flat for roughly four years, a sharp break from June 2025, a peak in spring 2026, then a 50-65%

pullback in the final 6-8 weeks of data to mid-August 2026. Durability is unconfirmed (Grade A via four-lane replication; no UK geo-filter available on the tool used).

3. **Verifiable trust signals are the exception, not the norm, across the retailers this report tracked.** Most show general reassurance language, but only around a third show a per-batch (not generic) certificate of analysis, roughly a quarter name a specific lab partner, and only one in ten offer a QR-verifiable certificate.
4. **AI platforms already name specific UK retailers today when asked trust and purchase questions**, live now, not a future channel (Grade A, directly tested). Sourcing quality varies sharply by platform and query type: for generic trust/legitimacy questions it is often weak or entirely uncited; for specific "is [named UK retailer] legitimate" queries it draws on organic search visibility. No AI Overview appeared on any of the 12 live Google queries run for this report.
5. **A combined "Market Growth Index" cannot be defensibly built from current data.** Five of six proposed inputs fail on data-quality grounds. The one input that is genuinely indexable, a peptide-therapeutics publication index, measures the science base rather than the UK retail market, and is labelled accordingly (§21).

Supporting detail

- This report tracked 211 UK-facing sellers, 195 (92%) classified research-peptide retailers (159 assessed under this report's methodology, 36 awaiting assessment). This is this report's own tracked list, not an independent market census (Grade A for the count; not a market-size proxy).
- GLP-1 mainstreaming is correlation only, not a confirmed driver of the research-peptide breakout. The two categories have diverged over the last 12 months, but a fast-rising cluster of GLP-1-*adjacent* investigational-compound search terms (retatrutide etc.) inside the broader "peptides" term complicates a simple "unrelated" reading (Grade B).
- The clearest search-vs-evidence gap sits in the two most commercially central UK compounds: BPC-157 (226 PubMed papers total, ~2.7-3x growth since 2010-14, ~65% explicitly animal-tagged, essentially no human RCTs) and TB-500/Thymosin β4 (declining publication rate on the broad parent-molecule term). Both show search interest running well ahead of a thin, mostly preclinical evidence base.
- On the AI-platform findings specifically: Perplexity's citations were 100% retailer-authored content in every generic-trust query checked (including a "how to spot a fake supplier" guide written by a competing retailer), and Gemini names retailers and specific technical claims with zero citations at all. For the named-retailer queries, PeptideClear, the publisher of this report, had real organic page-one visibility for 5 of 6 tested retailer names, and ChatGPT independently surfaced its per-retailer verdicts, including in a memory-disabled test (§14b, §16e). Because PeptideClear is the publisher of this research, this finding is reported separately here and should not be interpreted as independent validation of PeptideClear.

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1. State of the UK Peptide Market in August 2026

Dimension	Snapshot, Aug 2026	Grade
Retailers tracked for this report (UK-facing, research-peptide/GLP-1-adjacent)	211 total; 195 (92%) research-peptide retailers (159 assessed, 36 awaiting assessment); 16 GLP-1-adjacent (6 clinics, 5 pharmacies, 5 other)	A (own dataset, not an independent census)

Dimension	Snapshot, Aug 2026	Grade
Legal/regulatory status of every tracked compound	27/27 compounds in this report's own compound-evidence database carry `mhra: no-marketing-authorisation`. None are licensed UK medicines	A (own dataset)
Trust-signal disclosure across tracked retailers	35.1% have a COA URL; 34.1% per-batch COA; 10.0% QR-verifiable COA; 26.1% name a specific lab; 32.2% show a Companies House number; 18.0% show Trustpilot; only 15.6% name a regulator	A (own dataset, of tracked sellers only, not the whole market)
Search interest trajectory	Post-peak: after a Mar–Jun 2026 plateau, worldwide interest has pulled back 50–65% over the last 6–8 weeks; durability unconfirmed	A (timing, via 4-lane replication) / C (magnitude, single Trends pulls)
Live regulatory posture	MHRA inquiry into UK peptide clinics (BPC-157, Cortexin, MOTS-C, Thymosin Alpha claims) opened ~5 Apr 2026, still open as of this report	B (Guardian-triggered, corroborated by 4 trade outlets)
UK market size (£)	**No reliable public dataset found.** Not estimated here.	not applicable
AI-search visibility	Live-tested 17 Aug 2026: for generic trust queries, citations are largely self-referential (retailer marketing) or absent entirely (Gemini: zero citations); for specific "is [retailer] legitimate" queries, PeptideClear (this report's publisher) ranks page-one for 5/6 named retailers and is separately cited by ChatGPT, reported separately, not as independent validation. No AI Overview appears on Google for this category across 12 live queries tested	C (generic-query citation patterns, personalised-account caveat) / A (organic ranking, structural no-AI-Overview finding)

Read: the UK research-peptide retail sector is large and fragmented. None of the 27 compounds tracked in this report's compound-evidence database holds UK marketing authorisation as a medicine. The market sits a few months past a sharp, compressed search-interest peak, under live regulatory scrutiny, with trust-signal disclosure still the exception (per-batch COA on barely a third of tracked sellers) rather than the norm.

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2. How Much Has the Market Grown?

No reliable public dataset gives a £, revenue, unit-volume, or year-on-year growth-rate figure for the UK research-peptide retail market, at any point in this report's 2019–2026 window. This is not an oversight; it was searched for specifically and not found. What follows are the only defensible **proxies**, each clearly labelled for what it actually measures. None of them is "market growth" on its own.

Proxy	What it actually measures	Direction	Grade	Usable as market-growth evidence?
Worldwide search interest (Google Trends, no UK filter)	Public attention/curiosity, not transactions	Flat 2021–24, then a sharp 2025–26 breakout, then a recent pullback	C (timing A via replication)	Directional only; attention is not the same as purchases
Retailer founding-year cohort (37/211 dated, 17.5% coverage)	Self-reported founding dates of tracked sellers	2025–26 is the largest bucket (11/37)	D	No: sparse, self-reported, confounded with the tracking dataset's own coverage expansion
Peptide-therapeutics publication index (PubMed, 2014=100)	Size of the scientific literature base	Steady climb, ~519 by 2026 YTD-annualised	B	No: measures science, not UK retail
Vendor claim: "UK peptide market +340% since 2020"	Unknown; no methodology disclosed	not applicable	**E, excluded**	No
Vendor claim: "£1bn UK research-peptide market"	Unknown; vendor press release	not applicable	**E, excluded**	No

Bottom line: every available signal (search, publication) moves in the same broad direction across 2025–26, which is *consistent with* a growing market, but none of them, separately or combined, constitutes a measured UK market-size or growth-rate figure. Multiple independent proxies point in the same direction, but no reliable dataset currently quantifies the size or growth rate of the UK research-peptide retail market.

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3. When Did Growth Begin? (timeline + inflection point)

The measurable acceleration is a compressed ~14-month event starting June–August 2025, not a steady multi-year 2019–2024 build. No defensible single-year "it started in 20XX" answer exists; the evidence instead supports six phases, most of them compressed into the last 12–14 months.

Phase	Window	Evidence	Grade
0. Scientific origin (compound-specific)	1970s–2015 (GHK-Cu 1973, Semax/Epitalon Soviet-era 1980s, BPC-157 1993, MOTS-c 2015)	PubMed discovery dates	B (dates only, not a market signal)
1. Early UK retail niche	~2012–2020	3–4 UK vendors self-report founding in this window; one (Wholesale Peptides, claimed 2012) independently contradicted by Wayback Machine, whose first capture is 2021, a 9-year gap	D, self-reported, one contested
2. Flat/dormant baseline	Aug 2021 – ~May 2025	Every query across 4 independently-run Trends pulls sits at the noise floor throughout	B (replicated across 4 lanes)

Phase	Window	Evidence	Grade
3. Ignition	Jun–Oct 2025	Commercial/supplier search terms break out first; MHRA Northampton raid Oct 2025 (largest single seizure of trafficked weight-loss medicines on record, per gov.uk); 2025–26 is the single largest dated-retailer-founding bucket (11/37, ~30%)	C
4. Compound-awareness peak	Nov 2025–Apr 2026	Compound-name search terms (BPC-157 etc.) peak; no verified external trigger identified for this specific window	C, cause unconfirmed
5. Verification/scrutiny rise	Mar–Jun 2026	Verification-term search (CoA, purity, HPLC) rises in the same period the MHRA opened its inquiry into UK peptide clinics (~5 Apr 2026), though this may be a news-driven spike rather than a “buyers verify after they buy” behavioural pattern; see §5 for the corrected, hedged reading	C, regulatory event B, causal sequencing unconfirmed
6. Cooling / pullback	Jun–Aug 2026 (current)	−25% to −65% retreats across most compounds/terms off their own Mar–Apr 2026 peaks in the last 4–8 weeks of data	C, durability unconfirmed; could be real cooling, summer seasonality, or unfinalised recent weeks

What this rules out: the vendor-marketing framing of “steady 340% growth since 2020” implies a multi-year build. The actual shape is the opposite: four years flat, then one compressed 14-month event.

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4. Search Growth

Source: `trends-mcp` (Google Trends weekly index), worldwide only. **No UK geo-filter is available on the tool used in this research pass**, so every figure below is a global proxy for UK direction, not a UK-specific number, capped at Grade C individually. History only extends to 21 Aug 2021; no 2015 or 2019 baseline is attainable from this instrument, and no substitute public dataset was found for that earlier window.

Metric	Finding	Grade
Flat baseline	Every query tested (general awareness, BPC-157, supplier/commercial, trust, verification) sits at noise-floor level Aug 2021–May 2025	B (replicated)

Metric	Finding	Grade
Breakout onset	Sustained crossing above the noise floor begins week of 6 Jul 2025; sharp acceleration by 3 Aug 2025. Two independently-pulled worldwide terms (“research peptides”, “BPC-157”) cross the same 25-index-point threshold in the identical week	**A** (independent cross-term corroboration)
Peak	Single-week peak of 100 (own-scale) on 8 Mar 2026 (“research peptides”) and 12 Apr 2026 (“BPC-157”). Both sit inside a broader elevated plateau (~65–100) persisting through early Jun 2026	**A** (timing)
Pullback	~50–65% retreat over the 6–8 weeks to mid-Aug 2026, both terms	C, short window, durability unconfirmed
UK-specific corroboration	GB-only “peptides” search rose even more steeply than worldwide; GB “research peptides” shows a genuine breakout (0 in Aug 2025 to 36–49 index by Aug 2026)	C, one-off pull; a fuller GB-specific series could not be built within data-access limits during this research window
Cross-lane replication (meta-finding)	Four independently-run lanes queried *different* terms via the same tool (9-query general set, compound-spike/crash cluster, GLP-1-vs-peptides pull, Reddit lane’s UK-specific pull) and all four produced the **same curve shape**	Upgrades confidence in the **timing** (not magnitude) to a de-facto B via replication

What this is not: an absolute search-volume figure. Google Trends returns a relative index (0–100, self-normalised per term), never raw query counts. No absolute UK or worldwide search-volume number exists in any source consulted for this report.

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5. What People Are Searching For

5a. Query-category sequencing within the 2025–26 breakout:

Category	Peak window	Note
Commercial/supplier terms (“buy peptides”, named vendors)	Aug–Oct 2025	First to move
Compound-name terms (BPC-157 etc.)	Nov 2025–Apr 2026	Second. The FDA’s BPC-157 compounding vote is dated 23–24 Jul 2026, three months after this window closes, so it is not a driver of this specific peak
Verification terms (CoA, purity testing, HPLC)	Mar–Jun 2026	Rose in the same period the MHRA opened its clinic inquiry (~5 Apr 2026)

UK search interest moved from commercial terms (autumn 2025) toward compound-name terms (late 2025–early 2026). Verification-related searches (CoA, HPLC, purity) also rose in spring 2026, around the same time the MHRA opened its inquiry into UK peptide clinics. The available data cannot distinguish between increased buyer verification behaviour and a news-driven response to regulatory coverage. Grade **B** for the MHRA inquiry date; Grade **D** for any causal sequencing claim beyond the observed timing.

5b. What's inside the broad term "peptides" (worldwide, trailing 12 months, related-query breakdown):

Related query	Relative score (0–100, own-scale)	Read
collagen peptides	100	Dominant driver of "peptides" growth: a beauty/supplement trend
collagen	97	Same
research peptides	22	The research-chemical category is a small slice of the broader "peptides" search term
reta / reta peptides / reta peptide (retatrutide)	rising +1,000–1,200%	GLP-1-class investigational compound sold via grey-market "research peptide" vendors
weight loss peptides / peptides for weight loss	rising sharply	GLP-1-adjacent substitution signal
bac water for peptides	rising sharply	Injection-prep search: a genuine research-peptide-user behaviour signal
named research-peptide vendor brands	rising sharply	Commercial-intent signal within the category

Read: headline "+51% peptides search growth" figures are mostly a collagen/beauty trend, not research-chemical demand. But the fast-rising sub-cluster inside that term (retatrutide analogues, weight-loss framing, injection-prep terms) is a real, GLP-1-adjacent signal worth tracking (see §6, §7).

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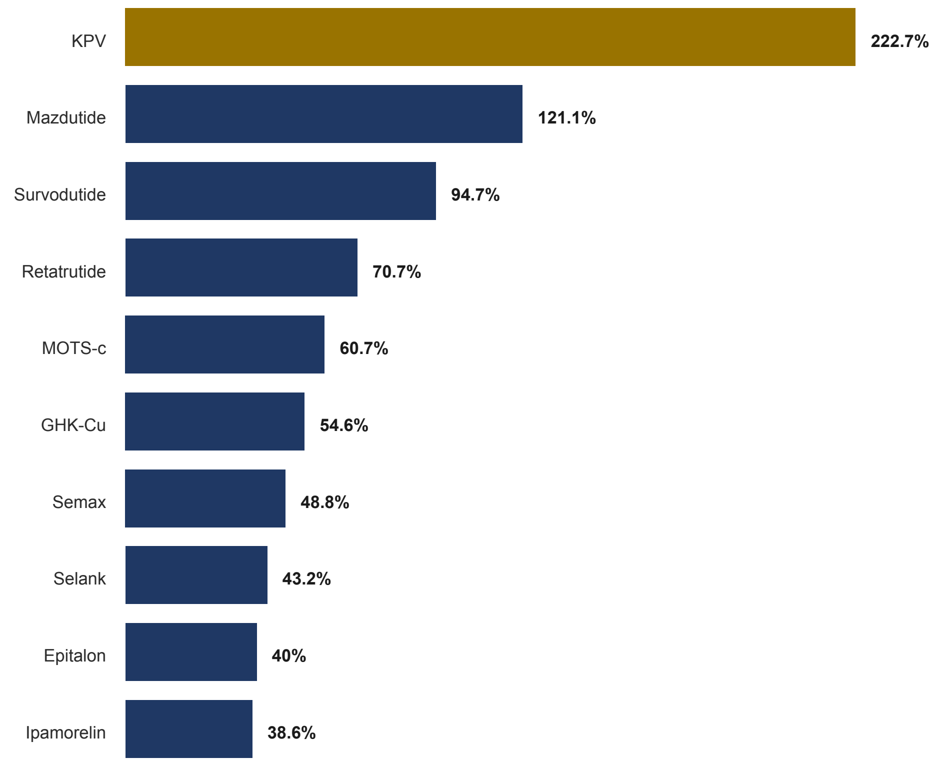
6. Fastest-Growing Peptides (ranked table)

Worldwide Google Trends, self-normalised per keyword. **Cross-compound comparison of absolute interest is not valid** (each compound's index is relative to its own historical peak, not a shared scale). Ranked here by 12-month % change only, which *is* a valid within-compound metric.

Fig. 1. Fastest-growing peptide search terms, trailing 12 months

Worldwide Google Trends, self-normalised per term (not cross-compound comparable in absolute level) · Grade C



Rank	Compound	12M change	Pattern	Grade
1	KPV	**+222.7%**	Fastest growth with a real (non-zero) baseline; tracks the "GLOW"/"KLOW" stack	C
2	Mazdutide	+121.1%	Still accelerating; own-peak reached 4 Jul 2026	C
3	Survodutide	+94.7%	Volatile but sustained-elevated; own-peak 13 Jun 2026	C
4	Retatrutide	+70.7%	Smoothest sustained climb of the GLP-1-adjacent group	C
5	MOTS-c	+60.7%	Accelerating	C
6	GHK-Cu	+54.6%	Accelerating, largely cosmetic/topical framing	C
7	Semax	+48.8%	Accelerating	C
8	Selank	+43.2%	Tracks Semax (co-searched stack)	C

Rank	Compound	12M change	Pattern	Grade
9	Epitalon	+40.0%	Steady continued growth	C
10	Ipamorelin	+38.6%	Steadiest of the GH-secretagogue cluster	C
11	DSIP	+24.5%	Steady, not part of the spike/crash cluster	C
12	Cagrilintide	+8.5%	Near its own peak, holding	C
13	Sermorelin	+7.4%	Plateauing near its own peak	C
14	PT-141	−3.9%	Plateauing at a high level	C
15	Melanotan	−2.6%	Flat/mature, smallest 5-year growth of any compound tested (+111% over 5yr vs 1,000%+ typical)	C
16	Cerebrolysin	−6.3%	Mature/steady, established pre-2021	C
17	GHRP-2	−25.5%	Declining post-2025-peak	C
18	TB-500	−25.7%	Tracks BPC-157's shape almost exactly	C
19	GHRP-6	−23.8%	Declining post-2025-peak	C
20	CJC-1295	−32.6%	Spiked, retreating	C
21	5-Amino-1MQ	−34.3%	Cooling off a 2025 peak. Not a peptide; an NNMT-inhibitor small molecule tracked alongside this cluster for search-behaviour context	C
22	Hexarelin	−34.9%	Genuine decliner, already at its own peak a year ago	C
23	BPC-157	−49.1%	Volatile: spiked to own-peak 18 Apr 2026, ~50% retreat since	C

Rank	Compound	12M change	Pattern	Grade
24	AOD-9604	−50.0%	Spike/crash cluster	C
25	Thymosin Alpha-1	−51.9%	Spike/crash cluster	C
26	Kisspeptin-10	−22.2%	Spike/crash cluster, small scale	C

Emerging terms found but not on the original tracking list: GLOW-stack search (+117.4% 12M, GHK-Cu+KPV±BPC-157 blend now searched as its own term), SS-31/Elamipretide (+66.7%), NAD+ peptide (+15.5%, but this is a broader mainstream wellness category, IV drips/patches, not grey-market injectable culture; flag, don't equate).

Note on the 9 compounds down 25–65% 12-month: these all independently hit their own peak in the same mid-March–mid-April 2026 window, consistent with a shared mainstream-media wave (NPR, Time, Scientific American, UNSW all published Feb–Apr 2026) rather than nine coincidences. Current levels remain far above 2023-24 baselines, so this reads as "cooling off a media spike," not "the trend is over" (Grade C, inference not proof).

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7. What Has Driven the Growth?

Driver	Evidence	Grade
Fitness-influencer / biohacker social-media wave (BPC-157/TB-500/GHK-Cu/KPV/"Glow" stack)	Named in press coverage (Gwyneth Paltrow, Joe Rogan mentions); mainstream health-media wave Feb–Apr 2026 (NPR, Time, Scientific American, UNSW) coincides with the compound peak window	B
GLP-1 mainstreaming (Ozempic/Wegovy/Mounjaro)	**Correlation only, not confirmed.** Trailing-12-month "peptides" search is up ~50–83% (method-dependent) while Ozempic/semaglutide/Mounjaro brand-name search is down 5–50% over the same window, a real divergence. But most of "peptides" growth is a collagen/beauty trend, and within the smaller research-relevant slice, a GLP-1-*adjacent* substitution cluster (retatrutide analogues, weight-loss framing) is rising fast, so simple divergence doesn't rule out a substitution effect; it only shows brand-name and generic-category search moved apart	B
Anti-ageing/"optimisation" clinic demand	GH-secretagogue cluster (CJC-1295, Ipamorelin, Sermorelin, Tesamorelin, Hexarelin, GHRPs). Tesamorelin uniquely carries a US FDA-approved indication (Egrifta), a legitimacy driver the rest of the cluster lacks	B (Tesamorelin), C (rest)

Driver	Evidence	Grade
GLP-1-class drug-development news cycle	Eli Lilly TRIUMPH Phase 3 results (2026), mazdutide's China NMPA approval (Jun 2025): genuine pharma news, distinct from grey-market retail. MHRA raids separately confirm these same compound names circulating illegally in UK retail	B
Legacy UK sunless-tanning subculture (Melanotan)	Pre-2015 established subculture; the 2025-26 UK story is enforcement/warnings (Trading Standards, Cancer Research UK), not rising demand: flattest 5-year growth of any tracked compound	B
Longevity/biohacking wellness movement (Epitalon, DSIP, MOTS-c, 5-Amino-1MQ, SS-31, NAD+)	Broad wellness-culture driver; human clinical evidence thin-to-absent across this cluster	C–D
Long-standing Russian nootropic pedigree (Semax, Selank)	Western biohacker adoption via intranasal delivery, positioned in some press as "quietly replacing Adderall"	C

What was explicitly not found as a driver: no reliable dataset links UK-specific regulatory tightening (MHRA raids) to *increased* demand. The available signal shows raids coinciding with rising *verification-search* interest, not rising *purchase* interest (see §5).

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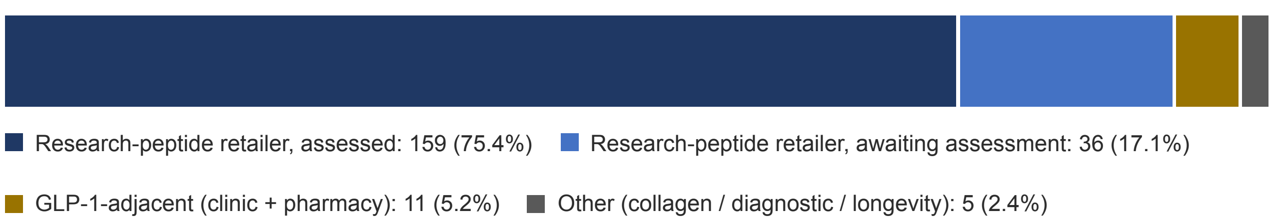
8. UK Retailer Landscape

This is this report's own tracked-seller dataset (n=211), not an independent market census. No independent, exhaustive UK research-peptide retailer count exists in any public source consulted.

Fig. 4. This report's 211 tracked UK sellers, by category

Own dataset, 17 Aug 2026. Grade A (count). Tracked-seller list, not an independent census



8a. By category

Category	Count	% of 211
Research-peptide retailer, assessed	159	75.4%
Research-peptide retailer, awaiting assessment	36	17.1%
GLP-1 clinic (high-touch)	6	2.8%
GLP-1 pharmacy (low-touch)	5	2.4%

Category	Count	% of 211
Collagen brand	3	1.4%
Diagnostic clinic	1	0.5%
Longevity supplements	1	0.5%
Total	**211**	**100%**

Grade: **A** for the count (direct read of this report's source file, cross-checked against the live source site at time of writing). "Awaiting assessment" is a data-pipeline status, not a finding that those 36 sellers are untrustworthy. This report uses three tiers throughout: **tracked** (identified and recorded), **assessed** (evaluated under this report's methodology), and **in-depth verified** (a separate, more rigorous process, reported where it applies).

8b. Recorded founding year (37/211 records dated, 17.5% coverage; self-reported, sparse)

Founded era	Count	Avg. trust-signal score (of 6, n=26 sub-sample)
Pre-2015	8	2.50
2015–2019	9	1.50
2020–2022	4	1.75
2023–2024	5	2.60
2025–2026	11	3.18

Grade **D**. 82.5% of retailers have no dated founding, the field is self-reported, and one date was independently contradicted by 9 years (Wholesale Peptides claims 2012; earliest Wayback capture is 2021). **Do not use this table to claim "the market is dominated by post-2023 entrants."** The skew may reflect founding-date data being easier to find for newer, web-native operators, not a real market shift. Retailer-age vs trust-signal correlation (Pearson r = +0.246, n=26) is weak positive: **no evidence newer entrants are less trustworthy**; the newest cohort scores highest on disclosure in this small sample (Grade C).

8c. Liveness/quality checks (retailer_ecosystem lane, 17 Aug 2026)

Finding	Detail	Grade
Confirmed dark (with corroborating evidence)	3 retailers: NASS Peptides, Medlab Peptides, Peptex Labs	B
Uncorroborated DNS failures	11 retailers, flagged as a source-data-quality issue, not confirmed closures. All 11 were added to the tracker only 4 days before this check with zero corroborating evidence	D
Companies House name mismatches	4 of 8 newly-matched retailers trade under a name with zero resemblance to their registered company (e.g. "RP Peptides" resolves to Wellcore Innovations Ltd, formerly Luxe Tanning Ltd)	C, sector-wide caution flag, not resolved either way
Compound-family tagging coverage	25/195 (12.8%) populated	A (direct field count), too sparse for a market-composition claim

Finding	Detail	Grade
Catalogue/product-listing coverage	2/195 (~1%) populated	A (direct field count), unusable as a catalogue-size dataset

Read: this report's own tracked-seller list is real, live-verified against source sites, and the best available proxy for "how many UK research-peptide sellers exist." But it is explicitly **not** an independent census, its founding-date and category fields are too sparse to support demographic claims, and roughly 5% of tracked sellers show unconfirmed liveness issues.

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9. Products and Catalogues

9a. Compound roster (this report's own 27-compound evidence database), evidence-level summary

Evidence level	Compounds	Count
Animal-only (no human trial data)	BPC-157, TB-500, Ipamorelin, Epitalon, KPV, DSIP, GHRP-6, 5-Amino-1MQ	8
Mixed (some human data, no phase III)	MOTS-c, CJC-1295, GHK-Cu, Kisspeptin-10, Selank, Semax, AOD-9604, Hexarelin	8
Human-RCT evidence exists (often for a *different* approved use/indication)	Sermorelin, Tesamorelin, PT-141, Melanotan, Retatrutide, GHRP-2, Cerebrolysin, Cagrilintide, Survodutide, Mazdutide, Thymosin Alpha-1	11
All 27	**MHRA marketing authorisation**	**0 / 27, none are licensed UK medicines**

Grade **A** for what's recorded in this report's source file (direct read); Grade **B** for the underlying literature-count claims embedded in the encyclopaedia entries (credible internal synthesis, cross-checked against a fresh PubMed pull in §13 but not independently re-verified compound-by-compound in this pass).

9b. Catalogue breadth across live-checked UK retailers (corrected)

A live 9-retailer check (17 Aug 2026) found real, wide variation in catalogue size, and confirmed breadth does not track with price:

Retailer	Catalogue size (live count)	Note
Dr Peptides / DRP Research	Broadest in sample: 73 product listings, ~50 distinct compounds	Also charged the **highest** BPC-157 5mg price in the sample (£21.15)
Pure Peptides UK	47 individual + 6 bundle packs	Charged the **lowest** BPC-157 5mg price (£13.99)
BioPlex Peptides	40+ named on page (site claims "85+", unverified)	not applicable
XL Peptides	12 shown of 26 total SKUs	Tied for lowest BPC-157 price (£13.99)
Chroma Peptides	12 named	Sells BPC-157 only as a blend, not standalone

Retailer	Catalogue size (live count)	Note
New Wave Peptides	~30 product listings (live check)	not applicable
Peptagenix	44 products (site's own stated total)	not applicable
Maxx Labs	8 products	10mg-only SKUs, no 5mg
Peptide Labs UK	8 shown / site claims "75 results" (likely inflated by variants/bundles)	not applicable

Grade **B–C** for the corrected figures (live-fetched, dated); the largest-catalogue-charges-highest-price finding (Dr Peptides) is well-supported. Catalogue-size-vs-price relationship overall is Grade **D** (n=4 with confirmed matching 5mg SKUs, too small to generalise).

9c. Internal dataset limitation (flagged, not filled with invented data): compound-family tagging is recorded for only 25/195 (12.8%) of tracked retailers, and catalogue/product-listing data for ~1%. This report's own dataset **cannot currently support a systematic compound-by-retailer stocking matrix**. This is a genuine, corroborated data gap (see §23), not a market finding.

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10. Pricing

Live WebFetch of 9 UK retailer shop pages, 17 Aug 2026, GBP as displayed. Two additional retailers (uk-peptides.com, ck-peptides.com) returned repeated SSL/522 errors on live fetch, reported as "no reliable live read obtained," not backfilled with invented numbers.

10a. BPC-157 / TB-500, 5mg, same-size comparison (retailers with a confirmed live 5mg single-compound SKU only)

Compound	n (5mg-confirmed)	Prices (£)	Median	Range
BPC-157 5mg	4	13.99, 13.99, 17.99, 21.15	£15.99	£13.99 – £21.15
TB-500 5mg	3	22.53, 23.99, 36.00	£23.99	£22.53 – £36.00

Grade **C** for the median/range (n=3–4, convenience sample, not a census); individual retailer price points are Grade **A** (primary, live, dated).

10b. Retailers without a 5mg SKU (10mg-only or blend-only, excluded from 10a, shown for context)

Retailer	Smallest unit sold	Price
BioPlex Peptides	10mg only	£29.99
Maxx Labs	10mg only	£32.99 (was £44.99)
Peptagenix	10mg only	£29.99
Chroma Peptides	5mg/5mg BPC-157+TB-500 blend only	£38.70–£68.77 (quantity tiers)

10c. Catalogue size vs price: no relationship found. The retailer with the largest catalogue in the sample (Dr Peptides/DRP Research, 73 listings/~50 compounds) charged the *highest* BPC-157 price (£21.15); a small-catalogue retailer (XL Peptides) and a large-catalogue retailer (Pure Peptides UK, 47) were tied at the *lowest* price (£13.99 each). Grade **D**: n=4, not a finding strong enough to generalise, but sufficient to reject a naive assumption that a bigger catalogue means a cheaper price.

10d. What's explicitly not claimed: no per-mg normalised pricing across pack-size tiers (bulk/volume pricing is non-linear and wasn't fully mapped); no UK-wide average price; no historical price-trend data (2019–2026). None exists in any source consulted.

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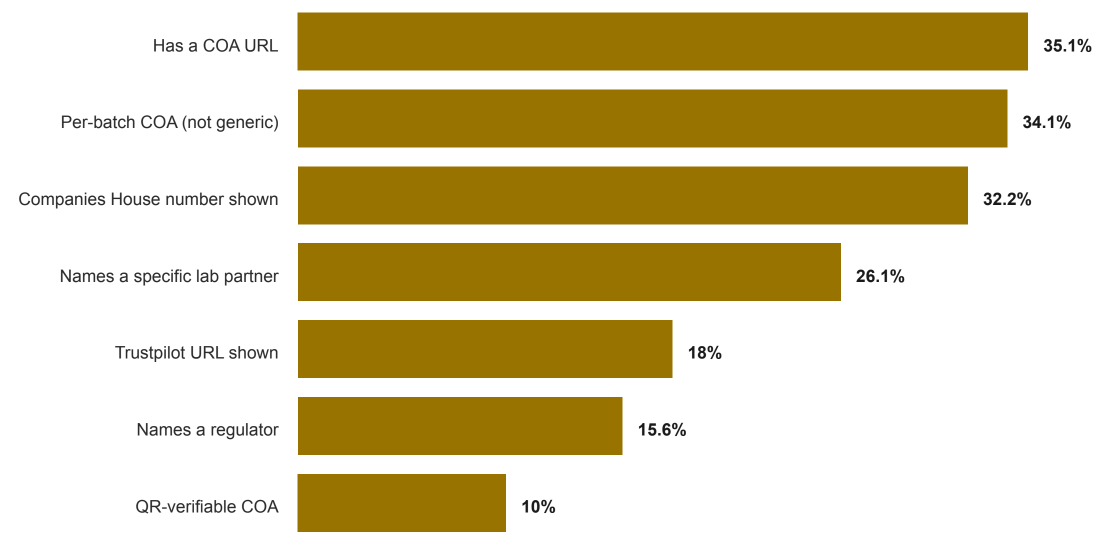
11. Trust, Testing and Verification

11a. Trust-signal coverage across the 211 tracked sellers

Fig. 2. How transparent are UK research-peptide retailers?

Trust-signal disclosure across this report's 211 tracked UK sellers. Own dataset, 17 Aug 2026, a sample, not an independent market census. Grade A (counts)



Signal	Count	%
Has a COA URL	74	35.1%
COA is per-batch (not one generic COA for the whole catalogue)	72	34.1%
COA is QR-code verifiable	21	10.0%
Names a specific lab partner	55	26.1%
Companies House number recorded	68	32.2%
Trustpilot URL recorded	38	18.0%
Names any regulator or oversight body	33	15.6%

Grade **A** for the counts (own dataset); Grade **C** if generalised to "the UK market": this is a convenience sample this report's research team built, not random/exhaustive.

11b. Independent third-party testing infrastructure. The dominant lab named on both US and UK vendor COAs is **Janoshik Analytical**, Czech/Slovak-based, serving a global vendor base, not a US-first or UK-first operation. This corrects a plausible “US innovated COA testing, UK copied” assumption: the “gold standard” testing infrastructure is shared EU-based infrastructure, not a US-to-UK transfer (Grade C).

11c. UK regulatory/enforcement timeline (trust-relevant)

Event	Date	Grade
Human Medicines Regulations 2012 (the legal basis MHRA uses: regulates by marketing claim, not a named-substance list)	2012	A
Psychoactive Substances Act 2016	2016	A
MHRA/gov.uk: largest-ever single seizure of trafficked weight-loss medicines, Northampton	Oct 2025	A
MHRA raids, Lincolnshire/Nottinghamshire: ~2,000 doses seized incl. retatrutide/tirzepatide, ~£250k street value	Feb 2026	A (gov.uk primary)
WADA 2026 Prohibited List names ipamorelin, CJC-1295, GHRPs etc. by name	2026	B
MHRA inquiry into UK peptide clinics (BPC-157, Cortexin, MOTS-C, Thymosin Alpha claims), triggered by Guardian investigation	~5 Apr 2026, ongoing	B

11d. Qualitative trust signal (Reddit/forum). Recurring complaint pattern found across independent retailer Trustpilot pages (fake-COA allegations, non-authentic product claims, suspected fake reviews at named sites) and active vendor-verification subreddits. Grade **C/D**, proxy not volume; no star ratings or review counts are quoted here without direct re-verification.

Important distinction: the large, headline 2025 enforcement numbers (£45m/20m-dose seizure figures widely reported) are **GLP-1/prescription-medicine enforcement, not research-peptide-retail enforcement**. Direct research-peptide-specific MHRA enforcement is the smaller, later Apr 2026 clinic inquiry.

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12. Reddit and Communities

Finding	Detail	Grade
Direct Reddit access	Direct thread-level retrieval was not available during the research window. Community observations in this section rely on indexed/search-visible evidence rather than direct thread reads, and are graded accordingly	not applicable (methodology limitation, stated)
r/biohackers size	886,284 members (cross-validated across two independent scraper tools)	C

Finding	Detail	Grade
r/Peptides size	170,304 members	C
r/PEDs size	No reliable dataset found	not applicable
Growth over time (subscriber trend)	Not available; only point-in-time snapshots exist. No historical Reddit subscriber data was obtained (Pushshift/equivalent not queried)	not applicable
UK-specific search corroboration	Independent UK-focused Trends pull (“peptides UK”, “buy peptides UK”) produced the **same curve shape** as the general 9-query set, using a different query set, independently: flat 2021–2024, sharp climb from ~Jul 2025, peak Dec 2025–Mar 2026, cooling through summer 2026	B (real Trends data)
Conflation risk	~50–67% of “peptide” mentions in the one available third-party Reddit sample are GLP-1 weight-loss compounds (tirzepatide/semaglutide/retatrutide), not classic research peptides. The Reddit-adjacent Trends spike is likely driven substantially by the weight-loss-jab news cycle, not solely research-peptide retail growth	C, explicit conflation flag, per this report’s standing rule
Forum thematic shift	2016 TMuscle threads: GH-secretagogue/bodybuilding framing (“down-regulation,” “desensitisation”). 2025-26 UK-Muscle threads: BPC-157/injury-recovery framing, standing “is [supplier] legit” thread format, explicit COA/purity language	C, recent thread dates inferred from thread-ID position, not confirmed

Read: community discussion volume itself cannot be quantified over time (no historical dataset exists), but the qualitative shift in framing (bodybuilding to injury-recovery/longevity) and the independently-corroborated UK search-timing match are consistent with the same 2025-26 breakout found elsewhere in this report.

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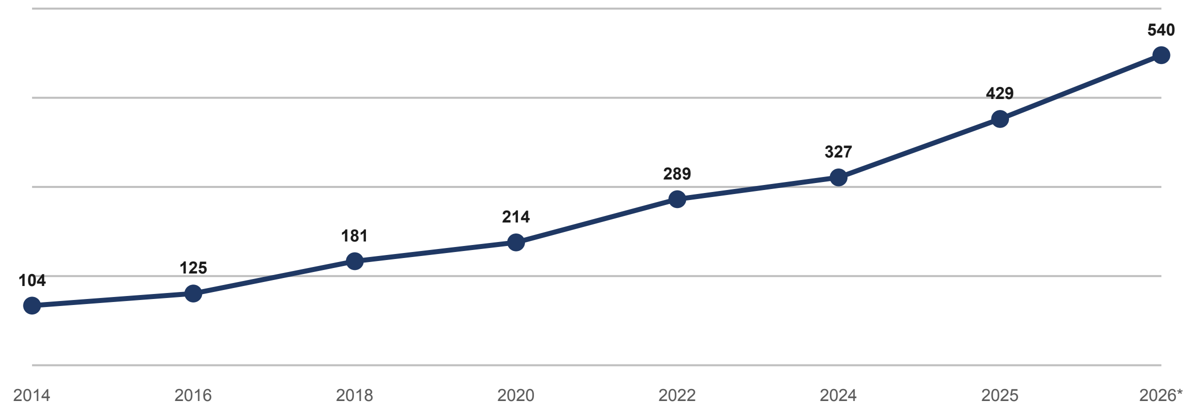
13. Scientific Research

13a. Peptide-therapeutics literature, overall (PubMed, title/abstract phrase match)

Fig. 3. Peptide-therapeutics publications, PubMed (2014 = 100 index)

Live PubMed E-utilities query, retrieved 17 Aug 2026 · Grade B · 2026 figure is YTD-annualised



Year	Publications	YoY
2014	104	not applicable
2018	181	+24%
2020	214	+12%
2022	289	+23%
2024	327	+33%
2025	429	+31%
2026 (YTD, ~63% of year)	339 → annualises to ~540	+26% vs 2025

~4x growth 2014→2025 in publications explicitly framed as “peptide therapeutics” (Grade B, live PubMed query). Broad peptide-science volume (any paper with “peptide” in the title) grew only ~40% over the same period (Grade C): the *therapeutic/commercial framing* of peptide science is growing roughly 4x faster than the underlying science base.

13b. Per-compound publication trend (papers/year, PubMed exact-phrase search)

Compound	2010–14 (n/yr)	2015–18 (n/yr)	2019–22 (n/yr)	2023–26 YTD (n/yr)	All-time total	Trend
MOTS-c	0.0	5.0	21.3	40.8	249	Fastest-accelerating of the eight
GHK-Cu	2.6	4.0	5.3	13.8	185	Accelerating
BPC-157	4.4	8.5	12.0	14.9	**226**	Steady acceleration, ~2.7–3x since 2010–14

Compound	2010–14 (n/yr)	2015–18 (n/yr)	2019–22 (n/yr)	2023–26 YTD (n/yr)	All-time total	Trend
CJC-1295	0.8	1.3	1.8	3.3	33	Slow growth; single-digit annual N, low confidence
Ipamorelin	1.4	2.5	0.8	3.0	54	Noisy, no clear trend; low N
Semax	8.2	6.3	5.5	5.2	231	Flat-to-declining
Epitalon	4.4	1.8	1.3	2.8	142	Declined sharply post-2010, low plateau
TB-500 / Thymosin β4 (parent-molecule proxy)	47.2	42.3	30.3	25.1	1,053	**Declining**; see caveat

*TB-500 caveat: the search term captures Thymosin Beta-4's broad endogenous biology literature (cardiac repair, wound healing, corneal biology), not the marketed "TB-500" injectable fragment specifically. The declining rate reflects a maturing basic-science field, not necessarily declining interest in the sold product. Grade C (imprecise proxy, flagged explicitly).

Grade **B** overall (live PubMed query, reproducible); **C** for CJC-1295/Ipamorelin (single-digit annual counts).

13c. The search-vs-evidence gap (corrected)

Compound	Publication base	Search direction (12M, worldwide)	Read
BPC-157	226 total, ~65% explicitly animal-tagged, essentially no human RCTs	−49.1% (single Trends pull, Grade C)	Interest still visibly outpacing a thin, mostly-preclinical evidence base even after the pullback
TB-500	Declining per-year publication rate on the broad parent-molecule term	−25.7%	Interest outpacing a shrinking science base
CJC-1295 / Ipamorelin	33 / 54 papers all-time, single-digit annual counts	−32.6% / +38.6%	Smallest evidence bases against a real commercial market
MOTS-c	Fastest-growing publication base of the eight (0→40.8/yr)	+60.7%	The one compound where science may be running *ahead* of its still-modest public profile

Note on the 2025 FDA context (US, not UK, included for background): the FDA removed BPC-157 from the compounding bulk-drug-substance permitted list in 2023 (Category 2, safety-risk designation), with a non-binding Pharmacy Compounding Advisory Committee vote (8–6) in Jul 2026 recommending reconsideration. This is plausible context for the search-interest peak/pullback shape, but not proof of it (Grade A for the FDA dates, C for the causal link to search behaviour).

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14. Google Search Landscape

This report ran 12 live Google searches on 17 Aug 2026 (`hl=en-GB&gl=uk`), in three groups: 4 general commercial/category queries analysed for full SERP composition (this section), 2 further generic independence-intent queries (§14b), and 6 specific named-retailer trust queries (§14b). No AI Overview appeared on any of the 12 queries tested across all three groups.

The 4 queries analysed here for full page composition were *“best UK peptide supplier”*, *“BPC-157 UK supplier”*, *“trusted peptide supplier reviews UK”*, and *“research peptides UK”*. Each result page was read in full (not just the top few results).

14a. What the page is actually made of

Element	Finding	Grade
AI Overview presence	**Not shown on any of the 4 queries tested.** Google returned a conventional ten-blue-links-plus-extras page each time, no generative AI summary box	A (directly observed, dated, reproducible)
Paid search (Sponsored Results)	Present and active on all 4 queries: 2 to 4 sponsored listings per page from named UK retailers (XL Peptides, 24hour Peptides, ukpeptides.com, Thoroughbred Labs, Vitality Supplements, Nupex)	A, a real, current finding: Google Ads is not blocking this category outright, at least for some advertisers, as of Aug 2026
Organic result composition	Retailer-dominated: of the ranking organic results, the large majority are UK peptide-retailer sites, several unfamiliar names not previously catalogued in this report’s own tracked-seller dataset (e.g. researchpeptide.co.uk ranking #1 organic on two separate queries, OL Research, Precision Research UK)	A
Comparison/aggregator sites	At least two dedicated comparison sites appear as sponsored or organic results: “compound-buyer.uk” (“23 Tested. 5 Made The Cut”) and “peptidesupermarket.co.uk” (“Compare 100+ verified UK peptide suppliers”), a distinct content category from single-retailer sites	B

Element	Finding	Grade
Community/forum presence	Reddit (r/bpc_157, r/ScienceBioTechnology, r/Chempros) and Quora both appear as organic “Discussions and forums” results on trust-intent queries, including a visible negative review snippet (“Scammers. Don’t buy from them please”) surfaced directly from a Trustpilot page in the SERP	A
Review-platform visibility	Trustpilot pages rank for supplier and trust-intent queries, with star ratings and review counts visible directly in the snippet (e.g. one supplier at 4.5★/4,330 reviews, another at 4.2★/30 reviews)	A
Regulatory/news presence	BBC News article on UK peptide-sale regulation (published the same day as this check; see §18a) ranked organically for “research peptides UK”	A
Scientific-source presence	“Scholarly articles” panel (Google Scholar citations) appeared for “research peptides UK”, surfacing peer-reviewed peptide-science literature directly in the general search results	B
Companies House presence	UK-registered company trading under the literal name “UK Research Peptides Ltd” has its own Companies House listing rank organically	A

Read: the current UK Google search landscape for this category is retailer-and-commerce-dominated, with active paid advertising, real organic competition from newer/unfamiliar retailer names and dedicated comparison sites, and meaningful (if secondary) visibility for community discussion, review platforms, scientific literature and now mainstream news. No AI Overview appeared on any tested query; see §15 for what that does and doesn’t mean.

14b. Generic “independent supplier” queries vs. specific brand-trust queries produce very different results. The remaining 8 of the 12 queries tested, 17 Aug 2026, split into two groups that diverge sharply.

2 generic independence-intent queries, *“independent peptide supplier reviews UK”* and *“is a UK peptide supplier legitimate independent review”*, surfaced retailer-authored blog content (several using the word “independent” in their own marketing copy while being a single retailer’s own site), two retailer-adjacent aggregator/comparison sites, Trustpilot, and Reddit. **No standalone, non-retailer-affiliated independent review site ranked on page one for either query.** (A re-run of “trusted peptide supplier reviews UK” from §14a’s batch, tested a second time alongside these two, showed the same pattern.)

6 specific named-retailer trust queries, *“is op labs legit”*, *“anglo peptides reviews”*, *“chroma peptides reviews”*, *“my peptides reviews”*, *“is op labs peptides a legitimate trustworthy UK supplier”*, and *“is anglo peptides a legitimate trustworthy UK supplier”*, produced a different pattern. **PeptideClear, the publisher of this report, ranked organically on page one for 5 of the 6 queries tested**, each time with a specific, retailer-named editorial verdict (for example “OP Labs review (UK): Research peptide retailer. Our verdict: clear pass…”; “Chroma Peptides review (UK): passes the floor on UK status, HPLC/CoA. Caveats: unsurfaced registered company…”). It did not appear on page one for the sixth query (“is anglo peptides a legitimate trustworthy UK supplier"), despite ranking for the shorter "anglo peptides reviews" phrasing of the same retailer. For that query, Google additionally surfaced a live Search Console performance panel showing real, dated ranking movement (11 clicks/151 impressions in 28 days, both up over 1,000% period-on-period, average position 5.3). This panel is visible only because the account used for testing has verified ownership of that property, but the underlying ranking position itself is not an artefact of that login and would be the same for any searcher.

Because PeptideClear is the publisher of this research, its own visibility is reported separately here and should not be interpreted as independent validation of PeptideClear.

Grade **A** for both findings (directly observed, dated, reproducible; the GSC panel is Grade A primary data specifically for that one query). **Read:** this is not a contradiction; it is a genuine, specific pattern. Independent review content in this category is not winning visibility for broad "best/independent supplier" discovery queries, but PeptideClear has real, verifiable page-one visibility for the *narrower and arguably higher-intent* pattern of "is [named retailer] legitimate/trustworthy," the exact moment a buyer is evaluating a specific seller rather than browsing options. This matches, and partially qualifies, the pattern in §16d below: content that presents itself as "independent" in this category is frequently retailer-controlled at the broad/generic level, but a genuine independent verdict on a named retailer does have organic visibility once the query gets specific.

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15. AI Search Landscape

No peptide-specific dataset exists for how many people ask AI assistants about peptides, BPC-157, or UK suppliers. This was confirmed by search; only anecdotal blogger/affiliate "I asked ChatGPT" posts were found, not survey data. What follows is **general AI-usage context only**, not a peptide-specific measurement. See §24 for the wider industry-level AI-search context (AI Overview prevalence, citation decay, why third-party validation matters) this section and §16-17 sit inside.

15a. General AI-assistant adoption

Statistic	Period	Geography	Source	Grade
54% of UK adults use AI tools, up from 31% a year earlier; 79% of 16–24s, 74% of 25–34s, 18% of 65+	Fieldwork 29 Sep–28 Nov 2025, pub. 2 Apr 2026	UK	Ofcom Adults' Media Use and Attitudes tracker, n=7,533	A
~1 in 8 UK AI users interact conversationally (chatbot-style) rather than via one-off queries, rising to ~1 in 5 among 25–34s	Same tracker	UK	Ofcom	A

Statistic	Period	Geography	Source	Grade
44% of US adults have used ChatGPT (up from 18% in 2023, 34% in 2025); 49% use AI chatbots broadly; 60% say they read AI-generated search summaries	Fieldwork 17–23 Feb 2026, pub. 17 Jun 2026	US	Pew Research Center, n=5,119, ±1.6pp margin of error	A

15b. AI use for health information

Statistic	Period	Geography	Source	Grade
8% of UK adults now first turn to standalone AI tools (ChatGPT/Gemini/Claude) for health information or advice; highest among Millennials (13%), then Gen Z (10%), Gen X (9%)	Fieldwork 13–14 Jul 2026	UK	YouGov, n=2,100 nationally representative adults 18+	A
8% of Americans first turned to AI for health information/advice in the prior 3 months	2026	US	YouGov	A
1 in 3 US adults use AI for health information	2025/26	US	KFF Tracking Poll	A

Read: UK AI adoption (54% overall, 74–79% under-35, nearly doubled year-on-year) is real and fast-moving, running slightly ahead of comparable US figures. UK health-specific AI-first use (8%) is genuine but an order of magnitude below general adoption. None of this is peptide-specific: directional background only, never a peptide-market proxy.

15c. AI search vs traditional search, adoption evidence graded down where the sourcing is weak

Finding	Detail	Grade
37% of AI-using consumers now begin searches with AI rather than traditional search	Fieldwork Nov 2025, pub. 7 Jan 2026, “2026 AI and Search Behavior Study” (Eight Oh Two agency, via Search Engine Land)	**C**: sample is AI users only (n=500), not the general population; single study, not independently replicated
Traditional search still carries roughly 90% of global search traffic despite AI-search growth	2026	Multiple secondary SEO-industry estimates
Consumers rating AI “more helpful than search” fell from 82% (2025) to 54% (2026); brand-trust concern tied to heavy AI use rose from 20% to 40%	2025 vs 2026	Secondary SEO-industry roundup (Fractl)

Finding	Detail	Grade
No reliable public dataset found connecting general AI-search-adoption trends specifically to nootropics/SARMs/research-chemical/grey-market-supplement retail categories	not applicable	not applicable

15d. Google AI Overviews and YMYL (your-money-your-life) content

Finding	Detail	Grade
Condition/symptom health queries reached 93% AI Overview coverage by Dec 2025 (up from 82% in May 2024); general health-education queries around 74%	Semrush data cited in Search Engine Land's YMYL guide, Nov 2025	B, named data provider, dated, but the underlying Semrush study wasn't independently re-pulled
Google applies extra caution before generating AI Overviews for sensitive YMYL topics (health, finance); some queries receive no AI Overview at all	Secondary SEO-industry reporting; no Google primary policy document confirmed	C
Medication-, drug- or supplement-specific AI Overview coverage is not broken out separately in any source found, folded into broader "symptom/health-education" categories	not applicable	**No reliable public dataset found for this specific slice**
Live check, this report: **no AI Overview appeared on any of 4 tested UK peptide-supplier/compound queries** (17 Aug 2026, see §14a)	17 Aug 2026	UK

Read: the general Semrush-sourced trend (rising AI Overview coverage for health queries) and this report's own live check (zero AI Overviews across 4 peptide-supplier queries) are not necessarily in tension. Peptide-supplier queries are commercial/YMYL-adjacent rather than symptom-based, a category the Semrush breakdown doesn't isolate. Treat the two findings as describing different query types, not as contradicting each other.

15e. Platform content policies relevant to this category

Platform	Policy finding	Source	Grade
OpenAI	Commerce policies prohibit advertising illegal/regulated drugs (cannabis/THC, psychedelics and similar controlled substances)	openai.com/policies/commerce-policies, confirmed via secondary reporting (direct fetch blocked)	B

Platform	Policy finding	Source	Grade
OpenAI	Usage-policy update effective 29 Oct 2025 prohibits “tailored advice that requires a license, such as legal or medical advice, without appropriate involvement by a licensed professional,” but explicitly permits *educational* content	openai.com/policies/usage-policies, confirmed via secondary reporting	B
Perplexity	Merchant Program Terms (its narrower shopping/commerce policy) restrict “drugs and drug paraphernalia, other than over-the-counter drugs; supplements.” This governs Perplexity’s shopping feature, not general chat answers	perplexity.ai/hub/legal/merchant-program-terms-of-service	B
Anthropic, Google Gemini	**No reliable public dataset found**; no specific drug/research-chemical restriction language located for either in this pass	not applicable	not applicable

15f. Real-world documented cases of AI answering peptide/BPC-157 questions: none found via published third-party sources (Reddit screenshots, blog posts, case studies). Searches surfaced general BPC-157 discussion content but no verifiable, dated record of an actual AI-platform interaction. This is exactly the kind of gap primary testing can fill directly; see §16, which reports this report’s own live, dated test of real AI platforms on real UK peptide-market queries.

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16. AI Visibility

Live-tested, this report, 17 Aug 2026. Real prompts were run directly against Perplexity (8 queries), ChatGPT Plus (2 queries + one follow-up) and Gemini (1 query), covering general, legal, trust, commercial and safety intent. **Methodology caveat, applies throughout this section:** testing ran on accounts with pre-existing conversation history in this general subject area, which can personalise results. This is not a clean anonymous-user baseline, so citation-pattern findings below are capped at Grade C; the structural findings (whether a platform cites at all, whether Google shows an AI Overview) are Grade A as directly observed, reproducible facts independent of personalisation.

16a. What each platform actually does when asked

Platform	Behaviour	Sourcing pattern	Grade
Perplexity	Answers every query directly, always shows 10–15 citations	**Self-referential**: for legal and trust/legitimacy queries, citations ran **100% retailer-authored content** (own blog posts, own "how to spot a fake supplier" guides, written by a competing retailer) in every fully-checked query. Safety questions ("Is BPC-157 safe?") were the one exception: PMC/NCBI-dominant, genuinely independent	C
ChatGPT (Plus)	Answers directly, cites via inline links	A **middle layer of comparison/ranking sites** sits between retailers and the answer (named: *The Peptide Watch*, *Compound Buyer*, *Buy Research Peptides*) rather than retailers' own pages, a materially different, one-step-more-removed sourcing pattern than Perplexity. One follow-up query also cited GOV.UK/MHRA, the only platform tested to cite a primary government source	C
Gemini	Answers directly, confidently, with specific technical claims (named a lab, a QR-verification scheme, an ISO status)	**Zero citations or source links of any kind**, confirmed by direct inspection of the page's underlying content, not just a visual scan. Unverifiable specific claims with no attribution trail is the highest-risk pattern found in this whole report	C (n=1, but the no-citation behaviour itself is a structural, not personalised, finding)

16b. Retailers actually named, across platforms

Retailer	Perplexity	ChatGPT	Gemini
Tide Labs	not cited	cited (as "Lab77 Peptides"-adjacent shortlist, see note)	cited
Imperial Peptides UK	not cited	not cited	cited
UK Peptide Lab / Peptides Lab UK	cited	not cited	cited
XL Peptides, Pure Peptides UK	cited	not cited	not cited

Retailer	Perplexity	ChatGPT	Gemini
Proforma Peptides, Precision Peptides UK	cited (Trustpilot-sourced)	not cited	not cited
Incline Peps, Lab77 Peptides, Peptology Labs, Biohack London, Velonix Labs	not cited	cited	not cited
Alphamino	not cited	not cited	cited

Only Tide Labs and Imperial Peptides UK appear on more than one platform's shortlist. **AI visibility in this market is fragmented and platform-specific: no single retailer has converged cross-platform dominance**, unlike the page-one Google visibility that a handful of retailers already hold (§14).

16c. Concrete evidence of retailer-side AI-search awareness: one citation URL returned by Perplexity carried the parameter `?ct-referrer=perplexity`, a UK retailer already tagging and presumably tracking its own Perplexity-referred traffic. This is not speculative: at least one seller in this market is already treating AI referral as a channel worth measuring. Grade A (directly observed).

16d. The headline finding: when asked how to identify a *legitimate* UK peptide supplier, the single most safety-relevant question in this category, the best-sourced platform tested (Perplexity, which always cites) draws its answer almost entirely from retailers marketing themselves, including guidance written by a competing retailer. The least-sourced platform (Gemini) answers with specific, unverifiable technical claims and no citations at all. **Neither pattern gives a buyer independent verification.** Both differ from, and are currently weaker than, a page carrying actual named-lab, per-batch COA evidence (§9, §11).

16e. When a named, independent retailer-specific verdict does exist, ChatGPT surfaces it. Two further live tests, 17 Aug 2026, asked ChatGPT directly about a specific retailer's legitimacy rather than the market in general. Asked *"is op labs peptides UK legit"* (standard chat, with prior conversation history in this general subject area), it cited **"PeptideClear CoA Trust Index"** and **"PeptideClear UK"** directly, quoting the site's specific verdict on that retailer ("CoA: partial… no named laboratory and no QR verification"). Because that answer explicitly referenced "your own PeptideClear CoA Trust Index," it is capped at Grade **D**, a clear personalisation artefact, not evidence of what an anonymous user would see. The same question was re-run in a **temporary chat** (ChatGPT's memory-disabled mode) with a different retailer, *"is anglo peptides UK a legit and trustworthy supplier?"*, and ChatGPT independently cited the same site again, this time describing it neutrally as **"an independent UK peptide-retailer review"** that rates the retailer's certificate-of-analysis transparency as "weak/closed," alongside Companies House and Trustpilot. Grade **C** (memory disabled substantially reduces, but on a single logged-in account does not fully eliminate, personalisation risk).

Read: §16d's finding stands for *generic* trust/legitimacy questions. But for the *specific* pattern of "is [named UK retailer] legitimate," at least one independent, non-retailer source with real per-retailer verdicts is being surfaced by ChatGPT, including in a memory-disabled test. This is a narrower and more specific finding than "AI recommends independent sources for this market": it held for the retailer names tested, not confirmed as a general pattern across the whole market.

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17. Google vs AI Search

Channel	What was tested	Finding	Grade
Google organic + paid, generic queries	4 live UK category queries, 17 Aug 2026 (§14a)	Retailer-and-commerce-dominated, with **active, multi-advertiser paid search** (XL Peptides, Ukpeptides, oplabs.co.uk, 24hourpeptides and others bidding on branded product terms); zero AI Overviews shown	A
Google organic, specific brand-trust queries	6 live "is [retailer] legit/reviews" queries, 17 Aug 2026 (§14b)	PeptideClear (this report's publisher) ranked page-one for 5/6 named retailers; live GSC data confirmed real, growing ranking movement for one query; zero AI Overviews shown here either	A
Perplexity	8 live queries, 17 Aug 2026	Answers directly with heavy citation, but citations are self-referential (retailer content) for trust/legal/commercial intent	C
ChatGPT, generic queries	2 live queries + 1 follow-up	Answers directly via a secondary layer of comparison/ranking sites, occasionally citing GOV.UK	C
ChatGPT, specific brand-trust queries	2 live queries (1 memory-enabled, 1 memory-disabled), 17 Aug 2026 (§16e)	Independently surfaced the same independent review site's per-retailer verdicts both times	D (memory-enabled, personalisation artefact) / C (memory-disabled)
Gemini	1 live query	Answers directly with specific claims and **zero citations**	C

Read: this is not "Google vs AI" as a single undefended-vs-defended contrast, and it is not a single "AI ignores independent sources" story either. **Google's own organic-plus-paid layer for this category is conventional and actively contested.** Real advertisers are bidding on branded and generic peptide terms, and no AI Overview currently intrudes on it across any of the 12 live queries tested (generic or specific). The AI-visibility contest for this market is happening entirely on **chat platforms**, not inside Google's own results page. For *generic* trust questions, each chat platform sources answers differently and mostly weakly: Perplexity recycles retailer marketing, ChatGPT leans on a layer of comparison sites of unverified independence, Gemini cites nothing. For *specific*, named-retailer trust questions, the picture is more encouraging: a genuinely independent review site has real organic visibility and is being surfaced by ChatGPT even with memory disabled. A retailer optimising only for traditional Google SEO is missing a channel that already, today, names specific competitors by name, and a genuinely independent site with real per-retailer verdicts appears to have a durable, if narrow, visibility advantage exactly where a buyer is closest to deciding.

18. Regulation and Market Environment

Dimension	United States	United Kingdom	Grade
Legal lever	FDA regulates via drug-compounding framework (503A/503B) + a named "bulk drug substances" list; substances can be placed in "Category 2" (safety-risk, compounding blocked)	MHRA regulates *medicinal products*, not the compound class. Legality turns on marketing claims (no medical/dosing claims means not a "medicinal product"), not a compound-by-compound list	**B**
Named/dated enforcement	BPC-157 + ~16-18 others placed in FDA Category 2, 29 Sept 2023; PCAC non-binding reversal vote 8–6, 23-24 Jul 2026	No equivalent dated primary MHRA enforcement record located; MHRA inquiry into peptide clinics opened ~5 Apr 2026 (claims-based, not a substance list)	**A** (US) / B (UK, single event)
Controlled-substance overlap	BPC-157 not FDA-approved for any use; WADA S0-banned for sport (2022)	Not scheduled under Misuse of Drugs Act 1971; not under Psychoactive Substances Act 2016 (non-psychoactive); same WADA ban applies to UK athletes	**B**
Direction of travel	Moving toward formally *permitting* limited compounding under safety controls (2026 PCAC process)	No indication of a planned category-wide restriction found; any change expected compound-specific, not blanket	**C**
Testing-infrastructure origin	not applicable	Dominant COA lab (Janoshik) is Czech/Slovak, serves both markets: shared EU infrastructure, not a US-to-UK transfer	**C**

Read: the two regimes differ structurally, not just in degree. The US restricts/permits via a named federal substance list with dated actions; the UK polices marketing claims around an open-ended, unnamed compound class. Framing the UK as simply "behind" the US on a shared timeline is not well-evidenced; it is a different regulatory architecture.

18a. Independent, dated confirmation of the UK's "research use only" mechanism. A BBC News article published the same day this report was compiled (17 Aug 2026, BBC Lincolnshire/England) quotes Dr Luke Turnock, a senior lecturer in criminology at the University of Lincoln who researches drug misuse, and a direct MHRA statement. Both independently corroborate findings elsewhere in this report without having been sourced from this report's own research:

- **The loophole mechanism, in the regulator's own words:** "We disregard claims that products are for 'research purposes' if it is clear that such claims are being used as an attempt to avoid medicines regulations." This MHRA statement to the BBC confirms the marketing-claims-based enforcement model in the table above, in the regulator's own voice rather than this report's inference.
- **Independent academic corroboration of this report's own growth timeline (§3, §7):** Turnock, unprompted by and unconnected to this research, describes the same shape found independently elsewhere in this report: "obscure compounds that bodybuilders and the occasional rugby player would be using in the early to mid 2010s" now amplified by "influencers," with interest expanding "particularly

since GLP-1 weight-loss drugs became more widely used.” This is a second, fully independent source arriving at the same three-part story (bodybuilding niche, then influencer amplification, then GLP-1-adjacent mainstreaming) as this report’s own search and publication data.

- **A live regulatory call for tightening**, not yet acted on: Turnock calls for the “research use only” loophole to be closed; the MHRA’s response is procedural (case-by-case determination) rather than a commitment to new rules. Read together, this suggests continued case-by-case enforcement is the more likely near-term path over a blanket rule change, consistent with the “Direction of travel” row above.

Grade **A** (named academic, primary regulator quote, dated same-day). Source: BBC News, “Concern over online peptides sale ‘loophole’”, published 17 Aug 2026, retrieved same day.

18b. Fragmented regulatory ownership. *The Conversation* (“Influencers are promoting dangerous peptides on social media and regulators are struggling to keep up”, Luke Cox of Swansea University and Timothy Piatkowski of the University of Queensland, published 27 May 2026) independently names **five separate UK bodies with partial jurisdiction and no single owner**: MHRA (medicines), ASA (advertising), CMA (consumer protection), Trading Standards (local enforcement) and Ofcom (platform/social-media content), and states enforcement across them is “slow and fragmented.” The same piece describes influencers running peptide-vendor affiliate codes for 5–30% discounts, a distribution channel not separately quantified elsewhere in this report. Grade **B** (named academic authors, credible outlet, dated). A separately-circulating claim of “308% more problematic-peptide ads in 2024 vs 2023, 678% vs 2022” could not be traced to a primary source in this pass, flagged as **unconfirmed, not used** as a finding.

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19. Market Risks

Risk	Evidence	Grade
Product mislabeling / contamination	~30% of grey-market peptide samples show mislabeling, improper dosing, or contamination, per one industry source (not UK-specific)	C
Regulatory escalation	MHRA inquiry into UK peptide clinics is open and active as of this report (~5 Apr 2026 onward); direction of travel toward compound-specific action, not yet a blanket ban	B
Enforcement precedent (adjacent category)	MHRA has run large, dated seizure operations against GLP-1/weight-loss medicine trafficking (Oct 2025, Feb 2026), the same enforcement infrastructure, an adjacent product category, could extend to research-peptide retail	A (events are real; extension to research-peptide retail is inference)
Trust/verification gap	Only 34.1% of this report’s tracked sellers show a per-batch COA; only 10.0% offer QR-verifiable batch testing. The market-wide norm is closer to “trust our word” than “verify every batch”	A (own dataset)

Risk	Evidence	Grade
Retailer identity opacity	4 of 8 newly Companies-House-matched retailers trade under a name with zero resemblance to their registered company	C
AI-answer sourcing is self-referential or unattributed	Live-tested 17 Aug 2026 (§16): Perplexity's "how to spot a legitimate supplier" answers are sourced almost entirely from retailers' own marketing content; Gemini names retailers and specific technical claims with zero citations at all. A buyer using AI to verify trust is often reading recycled marketing or unattributed claims, not independent verification	C
Influencer/affiliate distribution channel, not separately measured	*The Conversation* (27 May 2026) documents influencers running peptide-vendor affiliate codes for 5–30% discounts, not quantified anywhere else in this report	B
Interest/evidence gap on flagship compounds	BPC-157 and TB-500, the two most commercially central UK SKUs, carry the thinnest, most animal-dominated evidence bases relative to search interest of any compound tracked	B/C
Search-interest durability	Current pullback (last 6–8 weeks) is unconfirmed as lasting cooling vs. temporary/seasonal, a genuine downside-risk unknown for any buyer modelling forward demand	C
Data-quality risk to any market analysis	Retailer founding-date coverage (17.5%), category-tag coverage (12.8%), catalogue-size coverage (~1%) are all sparse in the best available UK dataset. Any market-composition claim built on top of this data carries real uncertainty	A (direct field counts)

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20. UK vs International Development

Question	Finding	Grade
Did US retail/forum activity precede UK activity?	Not established either way: two UK vendors self-report founding 2012-2013 (comparable in age to typical US vendor claims), but no US vendor founding date was independently located for comparison	D

Question	Finding	Grade
Did the compound-sequence story (bodybuilding forums, then GLP-1 mainstreaming, then broad "peptide" awareness) hold for both markets?	Well-evidenced with dated events on the **US side** (2022 TikTok Ozempic virality, Sept 2023 FDA Category-2 flag, Jul 2026 PCAC vote); only qualitatively evidenced on the **UK side**, via one strong peer-reviewed netnography (493 UK forum threads, ~15,000 posts) that describes the same pattern without independently dated UK milestones to measure lag against	**B** (US) / B for the one UK study, but no UK dating
Did the "gold standard" COA/HPLC testing convention originate in the US?	**Contradicted.** The dominant lab (Janoshik) is Czech/Slovak-based, serving a global vendor base: shared EU infrastructure, not a US-to-UK transfer	**C**
Regulatory architecture	Named-substance-list (US) vs marketing-claims classification (UK): a structural difference, not a maturity gap	**B** (US) / D (UK, secondary sources only)
UK research-peptide retail market size vs US	No reliable public dataset found for either country at the retail-market level	not applicable

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21. Why We Have Not Published a UK Peptide Market Growth Index

Verdict: a combined, multi-factor market growth index across the obvious candidate inputs is not defensible with current data. Five of six proposed inputs fail on data-quality grounds:

Proposed input	Why it fails (or doesn't)
Search interest (Trends)	Each query self-normalises to its *own* historical peak, so values aren't comparable across terms, and no UK geo-filter exists on the tool available. **Cannot be combined into an index number.**
Retailer counts	17.5% founding-year coverage, self-reported, at least one date contradicted by 9 years, and list growth is confounded with the tracking dataset's own coverage expanding. **Not indexable.**
Catalogue size	Catalogue/product-listing data recorded on ~1% of records; no historical time series exists at all. **Not indexable.**
Reddit activity	Only point-in-time subreddit-size snapshots exist; no historical growth data obtained. **Not indexable.**
AI visibility	No market-wide, ≥12-month, cross-platform AI-citation dataset exists for any UK peptide retailer or source. **Not indexable with current data.**

Proposed input	Why it fails (or doesn't)
Scientific publications	Real, reproducible, year-by-year PubMed counts, 2014–2026 YTD. **This is the one input that can be legitimately indexed.**

The one defensible component: Peptide-Therapeutics Publication Index (2014 = 100)

This measures the size of the scientific literature base. It is not a UK retail-market index and must never be relabelled as one.

Year	Publications	Index (2014=100)
2014	104	100.0
2016	125	120.2
2018	181	174.0
2020	214	205.8
2022	289	277.9
2024	327	314.4
2025	429	412.5
2026 (YTD, annualised projection)	~540	~519.2

Grade **B**. Source: PubMed E-utilities phrase-match query, retrieved 17 Aug 2026.

What would be needed to build the real thing: (1) UK-geo-restricted Trends data (paid tier) using a shared anchor term across compounds; (2) a real dated retailer census (e.g. bulk Companies House SIC-code pull cross-referenced with domain-registration dates), replacing the current 17.5%-coverage self-reported field; (3) a continuous, cross-platform, market-wide AI-citation tracker with ≥12 months of history; (4) historical Reddit subscriber/post-volume data. Until these exist, recommend presenting (a) the publication index above, correctly labelled, and (b) the search-interest phase timeline (§3–4) as directional colour, not a combined index number that would not survive scrutiny.

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22. What Happens Next? (indicators to monitor)

Indicator	Why it matters	Where to check
Does the Jun–Aug 2026 search pullback continue, stabilise, or reverse?	Determines whether the 2025-26 breakout was a permanent step-change or a media-driven spike	Re-run Trends pulls monthly, worldwide + GB where possible
MHRA inquiry outcome (opened ~5 Apr 2026)	Could produce the UK's first compound-specific enforcement action, changing retailer risk profile market-wide	gov.uk/MHRA press releases
FDA PCAC final rule (following the non-binding Jul 2026 vote)	US direction of travel (permit vs restrict) is a leading indicator UK policy sometimes tracks with a lag	FDA.gov

Indicator	Why it matters	Where to check
Market-wide, cross-platform AI-citation tracker (currently doesn't exist)	Building one would unlock the first real AI-visibility figure for this market	New data-collection effort
Retailer liveness	Re-run the 195-retailer liveness sweep quarterly; 11 currently-uncorroborated DNS failures need resolution	Tracked-seller dataset
Trust-signal disclosure rate	Currently 34.1% per-batch COA. Is this rising as regulatory scrutiny increases?	Tracked-seller dataset, re-audit quarterly

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23. Data Worth Tracking Going Forward

Fix first: data-infrastructure gaps found this pass (highest priority, corroborated three ways):

Gap	Current coverage	Fix
Verified/recorded founding year	37/211 (17.5%)	Systematic Companies House + Wayback-Machine cross-check for all 211, not ad hoc
Compound-family tagging	25/195 (12.8%)	Backfill from live catalogue checks; this blocks any compound-level demand/supply gap analysis
Catalogue/product coverage	2/195 (~1%)	Populate from the same live-catalogue-check process as pricing data
Liveness status	11 retailers with uncorroborated DNS failures, added days before the last check with zero corroborating evidence	Re-verify against a second signal (Companies House, Trustpilot) before marking dark

Build next: the four inputs needed for a real Growth Index (§21): 1. A UK-geo-restricted, shared-anchor-term Trends series (paid tier or DataForSEO-class tool). 2. A genuinely dated retailer census (bulk Companies House SIC-code pull, not self-reported founding dates). 3. A continuous, cross-platform (not Claude-only) AI-citation tracker, run weekly, ≥12 months before drawing trend conclusions. 4. Historical Reddit/forum volume data (Pushshift-class tool), not point-in-time snapshots.

Keep doing: the PubMed publication-count query (reproducible, low-cost, real signal), and the trust-signal composite score on tracked retailers (already the strongest first-party dataset in this report).

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24. The AI Search Era: Broader Context

Sections 14-17 covered what was directly tested for this specific market. This section gives only the industry-wide context needed to interpret those findings.

24a. AI-driven search is growing fast, and coverage is uneven by query type

Independent trackers disagree on the exact share of Google searches now showing an AI Overview (estimates for 2026 range from roughly 16% to 48% depending on methodology), but they agree on direction: sharply up from early 2025. Grade C, wide disagreement between credible sources; direction, not any single figure, is the defensible claim. Coverage is also highly uneven by query type: one industry aggregator puts healthcare and informational queries at 83-88% AI Overview coverage against just 13-14% for shopping/transactional queries (Grade C, one source). That pattern is directly consistent with this report's own live finding that peptide-supplier queries (commercial intent) showed zero AI Overviews across the batch tested (§14a), while general AI adoption for health information is real and rising (§15b).

24b. Selection increasingly happens at the citation level, and citations decay fast

Independent research (Leapd, Averi's 680-million-citation dataset, and a 118,000-response Whitehat study) converges on only around 11% overlap between what ChatGPT and Perplexity each cite for the same query, and a similarly low overlap between AI citations and Google's own top-10 rankings. Grade B, cross-validated across three independent studies, unusually solid for this space. Citations also decay quickly: an Ahrefs study of 17 million citations found roughly half point to content under 13 weeks old, and a 2026 academic study ("GhostCite", arXiv 2602.06718) found more than half of Gemini's and Grok's citations led to dead pages in testing (Grade B, primary academic source). The practical read: a citation earned once is not a durable asset the way a stable Google ranking is. This is directly relevant to §23's recommendation that any future AI-citation tracking run continuously rather than as a one-off check.

24c. What actually earns a citation

The clearest primary evidence is the Princeton/Georgia Tech/IIT Delhi "GEO: Generative Engine Optimization" paper (Aggarwal et al., ACM SIGKDD 2024, arXiv 2311.09735), a 10,000-query benchmark study. Its finding: content that itself cites credible external sources, includes direct quotations, and adds statistics gets cited measurably more (Grade A for this specific, narrower finding). The wider industry claim that AI systems structurally prefer third-party mentions of a brand over the brand's own claims about itself is directionally consistent with that mechanism but was not directly tested by it, so it is graded C here, not A. Separately, schema markup (JSON-LD) shows no reliable causal effect on AI citation: an Ahrefs study of 1,885 pages found the correlation between schema and citation rate tracks general SEO investment, not schema itself (Grade B).

24d. What this means specifically for the UK research-peptide market

Putting §14-17's own live findings alongside this context:

- **The general AI-search shift is real and large, but has not yet reached this specific category.** This report's own live testing found zero AI Overviews across the UK peptide-supplier queries tested (§14a), consistent with the industry-wide pattern that commercial/shopping-intent queries show the lowest AI Overview coverage of any category.
- **Underlying search demand for this category genuinely did break out** (§3, §4, §6): worldwide interest went from a multi-year flat baseline to a compressed 14-month surge in 2025-26, independent of the AI-search question, and remains this report's most solid growth finding.
- **The evidence suggests the category remains relatively immature in AI-search sourcing.** Whether that persists because of limited independent source material, commercial intent, YMYL sensitivity, or other platform-level factors cannot yet be determined from the evidence gathered here.
- **Given how fast citations decay (§24b), any AI-visibility work that follows this report needs continuous tracking (§23), not a single content update.**

Data Appendix

Every load-bearing statistic used above, in one table.

Statistic	Period	Geography	Source	Grade	Limitation
211 tracked UK-facing sellers; 195 (92%) research-peptide retailers (159 assessed, 36 awaiting assessment)	17 Aug 2026 snapshot	UK-facing	`retailers.json`, research-team internal, live-site cross-checked	A	Own tracked list, not an independent census
Trust-signal coverage (COA 35.1%, per-batch 34.1%, QR 10.0%, named lab 26.1%, Companies House 32.2%, Trustpilot 18.0%, regulator named 15.6%)	17 Aug 2026	UK-facing (tracked sellers)	`retailers.json` internal	A	Convenience sample of tracked sellers, not the whole market
`founded_year` populated on 37/211 (17.5%)	17 Aug 2026	UK-facing	`retailers.json` internal	D	Self-reported; one date independently contradicted by 9 years
Worldwide search: flat Aug2021–May2025, breakout Jun–Aug2025, peak Mar–Jun2026, pullback since	Aug 2021–Aug 2026	Worldwide (no UK filter)	Google Trends via trends-mcp, 4-lane replication	A (timing) / C (magnitude)	Relative index only, not volume; no UK geo-filter available
Worldwide “peptides” +51–83% (method-dependent) 12M; Ozempic/semaglutide/Mounjaro down 5–50% same window	Aug 2025–Aug 2026	Worldwide	Google Trends via trends-mcp	B	Broad “peptides” term dominated by collagen/beauty search, not research-chemical demand
KPV +222.7% 12M, fastest-growing compound with real baseline	12 months to Aug 2026	Worldwide	Google Trends via trends-mcp	C	Self-normalised index, not cross-compound comparable
BPC-157 226 total PubMed papers, ~2.7–3x growth since 2010–14, ~65% animal-tagged	All-time to 17 Aug 2026	Global (PubMed-indexed)	PubMed E-utilities, live query	B	Keyword-search hit count, not curated systematic review
Peptide-therapeutics publications 2014=100 → ~519 (2026 YTD annualised)	2014–2026	Global	PubMed E-utilities, live query	B	2026 figure is a YTD-annualised projection
MHRA inquiry into UK peptide clinics opened ~5 Apr 2026	Apr 2026, ongoing	UK	Guardian investigation, corroborated by 4 trade outlets	B	Primary MHRA document not directly pulled
MHRA Northampton raid, largest single seizure of trafficked weight-loss medicines	Oct 2025	UK	gov.uk press release	A	none
MHRA raids, ~2,000 doses seized incl. retatrutide/tirzepatide	Feb 2026	UK	gov.uk press release	A	none
FDA Category-2 listing of BPC-157 + ~16-18 others	29 Sept 2023	US	FDA.gov	A	US, not UK; included for comparison only

Statistic	Period	Geography	Source	Grade	Limitation
FDA PCAC non-binding vote 8-6 to reconsider BPC-157/KPV/TB-500/MOTS-C	23-24 Jul 2026	US	STAT News, FDA meeting page	A	Non-binding; final rule pending
BPC-157 5mg UK price: median £15.99, range £13.99-£21.15 (n=4)	17 Aug 2026	UK	Live retailer WebFetch	C (median), A (individual points)	n=4 convenience sample
TB-500 5mg UK price: median £23.99, range £22.53-£36.00 (n=3)	17 Aug 2026	UK	Live retailer WebFetch	C (median), A (individual points)	n=3 convenience sample
Dr Peptides/DRP Research: 73 listings/~50 compounds, highest BPC-157 price in sample	17 Aug 2026	UK	Live retailer WebFetch	B	none
54% of UK adults use AI apps; 74-79% of under-35s	Fieldwork Sep-Nov 2025, pub. Apr 2026	UK	Ofcom Adults' Media Use tracker, n=7,533	A	General AI use, not peptide-specific
8% of UK adults turn to AI first for health advice	Jul 2026, n=2,100	UK	YouGov	A	General health AI use, not peptide-specific
r/biohackers 886,284 members; r/Peptides 170,304 members	17 Aug 2026 snapshot	N/A (Reddit doesn't geo-tag)	Third-party scraper tools, cross-validated	C	Snapshot only, no growth trend available
UK-specific "peptides UK"/"buy peptides UK" search: same breakout shape as worldwide	Aug 2021-Aug 2026	UK (text-token proxy)	Google Trends via trends-mcp	B	Independently replicated by a separate lane using different query set
Janoshik Analytical (dominant COA lab) is Czech/Slovak-based, serves both US and UK markets	Current	Global	Peptide Protocol Wiki, Peptigrity	C	Corrects a "US-led" assumption
~30% of grey-market peptide samples show mislabeling/contamination	2026	Not UK-specific	Partnership for Safe Medicines	C	Not UK-specific
UK peptide market "+340% since 2020"	Since 2020	UK (claimed)	Vendor marketing page (polygonpeptides.co.uk)	**E, excluded**	No methodology disclosed; not used as evidence anywhere in this report
UK research-peptide retail market size (£)	Any	UK	not applicable	not applicable	**No reliable public dataset found, not estimated**

Statistic	Period	Geography	Source	Grade	Limitation
No AI Overview appeared on any of 4 live UK peptide-supplier/compound Google queries	17 Aug 2026	UK (`hl=en-GB&gl=uk`)	Direct live search, this report	A	Small sample (4 queries); Google may show AI Overviews on other query phrasings
Perplexity trust/legal-query citations were 100% retailer-authored content in every fully-checked query	17 Aug 2026	N/A (model behaviour)	Live-tested, this report	C	Personalised account, not anonymous baseline; n=3 fully checked queries
Gemini named specific UK retailers and technical claims (lab name, ISO status) with zero citations	17 Aug 2026	N/A (model behaviour)	Live-tested, this report, directly verified via page content inspection	C	n=1 query; personalised account
PeptideClear (this report's publisher) ranked page-one for 5/6 named-retailer "is X legit/reviews" queries	17 Aug 2026	UK (`hl=en-GB&gl=uk`)	Direct live search, this report	A	Organic ranking is not a login/personalisation artefact; not independent validation of the publisher
Live GSC panel for one query: 11 clicks/151 impressions in 28 days (both +1000%+ period-on-period), avg. position 5.3	28 days to 17 Aug 2026	UK	Google SERP-embedded Search Console panel, verified-property account	A	Visible only to the verified owner; underlying ranking is universal
ChatGPT cited the same independent review site's specific per-retailer verdict in a memory-disabled ("temporary chat") test	17 Aug 2026	N/A (model behaviour)	Live-tested, this report	C	Single query; same underlying account, memory disabled not fully anonymous
MHRA: "We disregard claims that products are for 'research purposes' if it is clear such claims are being used to avoid medicines regulations"	17 Aug 2026	UK	BBC News, "Concern over online peptides sale 'loophole'"	A	Regulator statement to press, not a published policy document
Peptide interest "explosion" from bodybuilding niche (early-mid 2010s) to influencer-driven mainstream, independently described	Published 17 Aug 2026	UK	Dr Luke Turnock, University of Lincoln, via BBC News	A	Academic interview framing, not a quantified dataset
Five fragmented UK regulators with partial jurisdiction (MHRA, ASA, CMA, Trading Standards, Ofcom); influencer affiliate codes 5-30% off	Published 27 May 2026	UK	The Conversation (Cox, Swansea Univ. / Piatkowski, Univ. of Queensland)	B	Named academic authors, credible outlet; not a primary regulator document
"308% more problematic-peptide ads in 2024 vs 2023"	2024 vs 2023 (claimed)	Unclear	Secondary coverage, primary source not traced	**Unconfirmed, not used**	Could not verify methodology; excluded from findings

Statistic	Period	Geography	Source	Grade	Limitation
Google AI Overview coverage estimates range 15.7%-48% of searches depending on tracker; all trackers agree direction is sharply up	2025-2026	Mostly US	BrightEdge / Conductor / Semrush / industry trackers, multiple sources	C	Wide, unreconciled disagreement between credible trackers; direction only is defensible
AI Overview coverage by query type: healthcare ~88%, shopping/transactional 13-14%	2026	Not specified (likely US)	Industry aggregator, secondary source	C	Single source; consistent with, not proof of, this report's own commercial-query finding
Only ~11% of cited domains overlap between ChatGPT and Perplexity	Early 2026	Global	Leapd analysis; independently matched by Averi (680M citations) and Whitehat SEO (118,000 responses)	B	Three independent studies converge on the same figure
Only ~11% average overlap between AI-assistant citations and Google/Bing top-10 rankings for the same query	2026	Global	Industry study (secondary reporting)	C	Single study line, not independently re-verified
~53% of AI-cited pages carry schema markup (~3x uncited pages) but no significant causal link between adding schema and citation rate	2026	Global	Ahrefs study, 1,885 pages	B	Correlation-not-causation explicitly established by the study itself
Source citing site ranked 5th in Google saw +115.1% relative AI-visibility lift after adding citations to its own content	2024	Global (10,000-query benchmark, 25 domains)	"GEO: Generative Engine Optimization," Aggarwal et al., Princeton/Georgia Tech/IIT Delhi, ACM SIGKDD 2024, arXiv 2311.09735	A	Peer-reviewed academic primary source
More than half of Gemini/Grok citations led to error pages in testing	2026	Global	"GhostCite" academic study, arXiv 2602.06718	B	Primary academic source, single study
~Half of AI citations in a 17M-citation dataset point to content under 13 weeks old	2026	Global	Ahrefs study	B	Large sample, single source