



# CLINICAL INSIGHTS

*EXCEL Division of Blue Cross Laboratories*

**P-PPI / R-PPI TABLETS**

**Issue II, No.5, 2026**

## **Public Interest in Proton Pump Inhibitor Safety: A 15-Year Google Trends Analysis (2010-2025)**

*Appiah, John K.et.al; The American Journal of Gastroenterology 120(10S2):p S202, October 2025.*

- Proton pump inhibitors (PPIs) are among the most prescribed medications worldwide, yet emerging research has raised concerns about potential long-term adverse effects. Understanding public awareness and information-seeking behavior regarding PPI safety can inform patient education and risk communication strategies.
- The data was extracted from the monthly search data from Google Trends between January 2010 and January 2025. Over the 181-month study period, average search interest for the adverse profile was 22.6/100 for PPI side effects, 10.1/100 for PPI dementia, and 15.1/100 for PPI kidney damage. Comparing the first 5 years (2010-2014) to the most recent 5 years (2020-2024), searches for “PPI side effects” increased significantly by 19.4% (from 20.6 to 24.6;  $P < 0.001$ )
- The periodic spikes in dementia-related searches aligned with major research publications, indicating that scientific findings influence public information-seeking behavior.
- Public interest in PPI safety has increased substantially over the past 15 years, with nearly a 20% rise in searches for side effect information, while maintaining stable interest in the medications themselves. This trend suggests growing health literacy & safety consciousness among PPI users.

**These findings have important implications for patient education, shared decision-making, and risk communication strategies in clinical practice using PPIs.**

