

Impact of GLP-1 on Food Choices



These insights were collected September 16 - 26, 2024 among a general population of n=301 U.S. consumers age 21+ with an oversample to n=150 of those who are or have taken GLP-1s for weight loss.

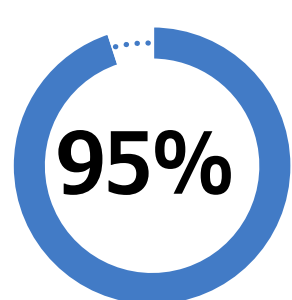
GLP-1 Users Seek Smaller Pack Sizes & Functional Benefits

- As GLP-1 usage grows, food and beverage manufacturers face risks.
- Consumers are eating less overall and cutting back on processed foods, while leaning towards whole foods, protein and cooking at home.
- To gain traction, brands should consider offering smaller package sizes, emphasizing functional benefits (like protein, fiber and vitamins), and offering recipe ideas and other resources.

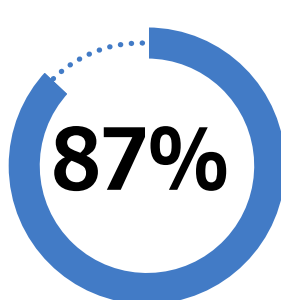
7% Have Taken a GLP-1 for Weight Loss

GLP-1 Weight Loss Users Have Changed How & What They Eat

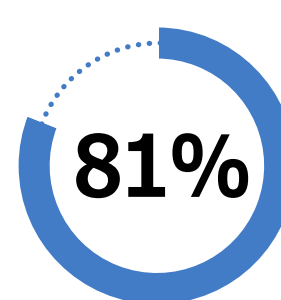
% Respondents Use or Have Used GLP-1s for Weight Loss



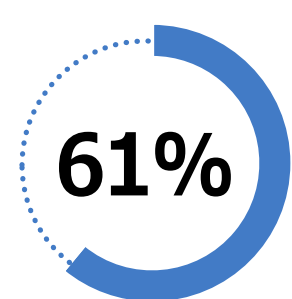
Eat smaller portions



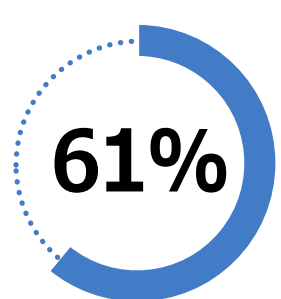
Snacking less



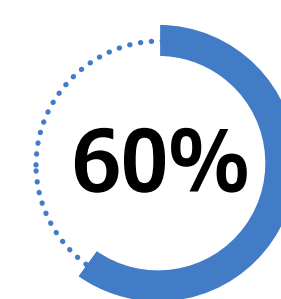
Eating less frequently



Smaller variety of foods



Eat same thing, just less



Seeking Protein

And What They Drink ...

% Respondents Use or Have Used GLP-1s for Weight Loss



88% LESS Soda



81% LESS Alcohol

Other Changes in Eating Behavior

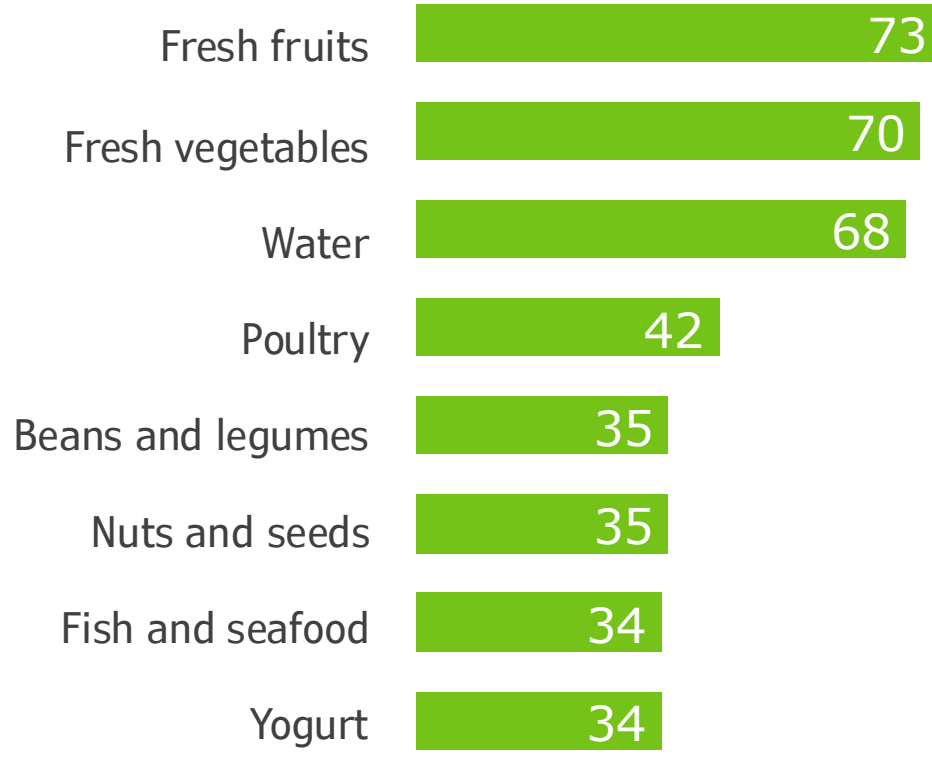
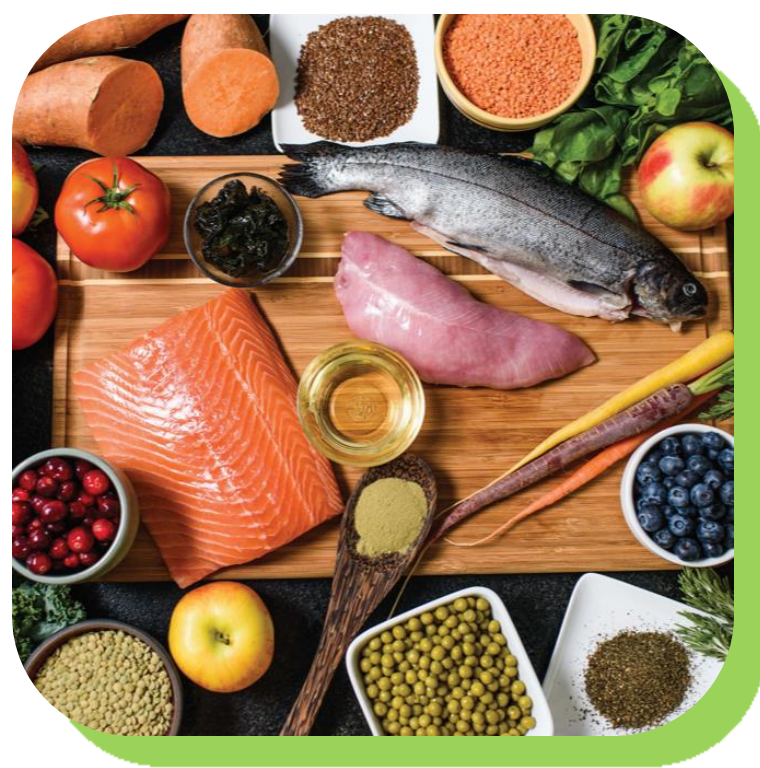
% Respondents Use or Have Used GLP-1s for Weight Loss



Changes in Purchases Since Taking GLP-1s

% Respondents Use or Have Used GLP-1s for Weight Loss

+ Increases in Purchases of Whole Foods



- Decreases in Purchases of Processed Foods



Base: Total (n=301)
 Q1 GLP-1 drugs are popular medications historically used to treat Type 2 diabetes. Recently, some of these types of Wegovy. Which best describes your experience with GLP-1 drugs?
 Q2 And what (are/were) you taking these GLP-1 drugs for?
 Base: Total (n=150)
 Q5 You might have already mentioned this, but please select the statement below that is true. Since starting these drugs for weight loss, ...
 Q6 Over the next several screens you will see different statements. For each statement, please select either "describes me" or "does not describe me."
 Q7 Which of the following are you seeking out since starting these weight loss drugs?
 Q8 Since starting these weight loss drugs, how have your purchases of the following changed, if at all?