

Products for GLP-1 Weight Loss Users

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

GLP-1 Weight Loss Users Want Products Designed For Them

- GLP-1 Users are very open to products designed specifically for them, providing an opportunity for food and beverage companies.
- Strongest opportunities are in whole foods, but also bars, snack foods, pasta, bread, cereal and frozen pizza.
- Promote the functional benefits including protein, fiber, antioxidants and energy.
- From part 1 of this research, we know size matters. GLP-1 consumers are eating less & in smaller portions – so keep it small.

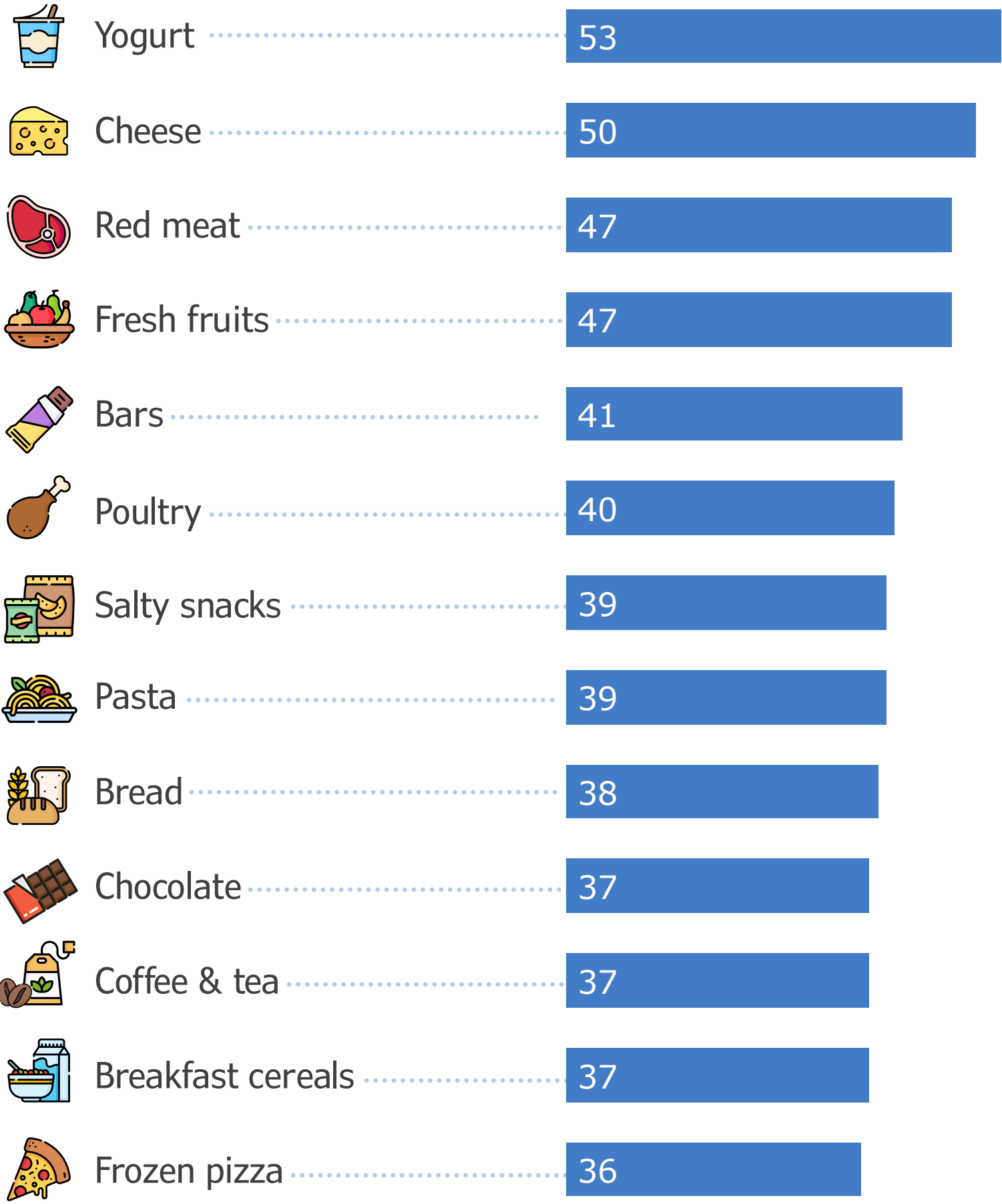
Interest in Foods Designed for GLP-1 Users for Weight Loss

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



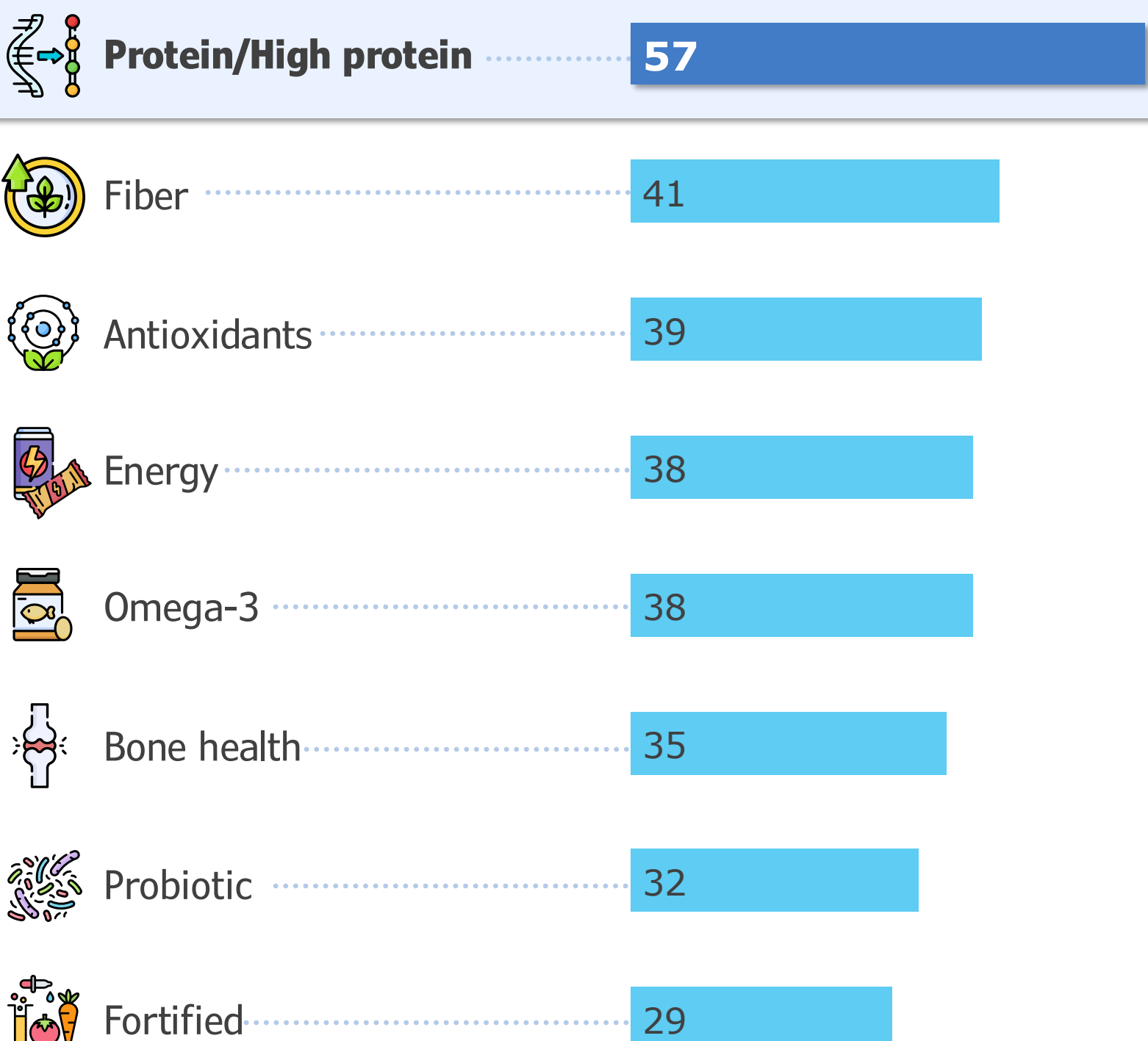
Top Products Interested In For GLP-1 for Weight Loss Users

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



Top Functional Benefits Desired

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



Base: Total GLP-1 Users for Weight Loss (n=150)
 Q10 How interested are you in foods that are designed specifically for those using weight loss drugs?
 Q12 Which of the following types of foods would you like to see specifically designed for those using weight loss drugs?
 Q13 These products could also provide functional benefits. If they could provide these, which specific benefits would you like to see more of?