



**GPL-1s RESHAPE APPETITE
FOR NEW PRODUCTS**

MAXWELL

Key Take-aways

- GLP-1 usage is prolific and expected to grow, impacting the portions and nutritional values of the products people seek.
- The emphasis is on low glycemic eating: fiber, protein and portion control.
- Showing up when GLP-1 users are looking for products that map to their new lifestyle could help existing customers remain loyal and reach new audiences.
- It's possible to reach like-minded consumers without leaning into GLP-1-specific messaging.

USAGE IS MORE PROLIFIC THAN PEOPLE THINK.

An estimated 1 out of 8 Americans are using GLPs. Nearly 75% of American adults over 20 are overweight or obese, according to the CDC. Usage is expected to rise to 1 in 5 as research uncovers additional benefits for other health conditions.

Obesity prevalence varies by age group:

AGES 20-39:
39.8%

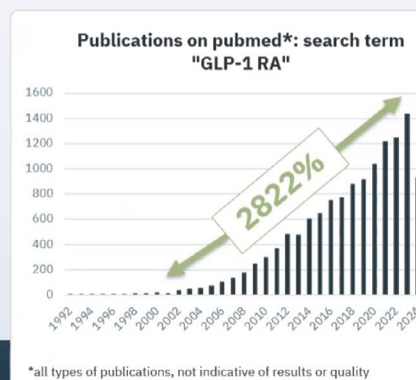
AGES 40-59:
44.3%

AGES 60 and Older:
41.5%

(Source: CDC.GOV)

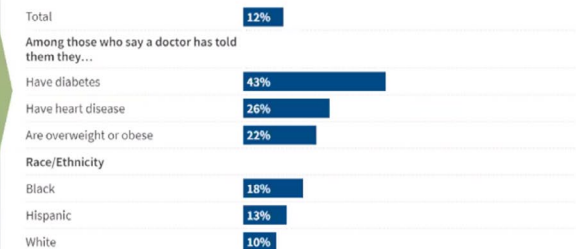
PREFERENCES WITH STAYING POWER

We Cannot Underestimate the **Likely Impact of Glp-1s**, Particularly With the Likely Approval of Oral Versions



One in Eight Adults Say They Have Ever Used GLP-1 Drugs, Rising to Four in Ten Among Adults Who Have Been Diagnosed With Diabetes

Percent who say they have ever used GLP-1 agonist drugs to lose weight or treat a chronic condition such as diabetes or heart disease:



(Source: SPINS)



CPG Industry Paying Attention

GLP-1-focused brands are still not widespread as brands continue to focus more on whole foods, nutrient density, and overall health—without mentioning weight loss or body image. However, a few legacy brands, like Conagra and Nestlé are leaning into the Ozempic trend with products such as [this Healthy Choice label](#) adding GLP-1 friendly messaging FOP. Several new brands, notably [Supergut](#), are doing the same. They've positioned themselves as a leading gut health and GLP-1 nutrition brand offering bars and prebiotic shake powders and recently [secured](#) a significant growth equity round led by Austin-based Full Frame Growth Partners, following 172% growth in 2024. Some new brands like Hunger Control, are taking cues on messaging without targeting directly.

GLP CHANGING CONSUMPTION HABITS: Innovation is coming from smaller sizes and multi-packs. Demand for value is affecting packaging sizes, but so too are GLP-1s. [This study](#) found that GLP-1 use is cutting grocery spending by 6% due to increased demand for smaller portion sizes given significant reduction in appetite making large meals uncomfortable.



GLP-1s Slow Digestion Putting Protein and Fiber Center Stage

Low-glycemic foods and GLP-1 medications work in tandem both providing a slower, more controlled release of glucose into the bloodstream, minimizing blood sugar spikes and crashes. ([Source](#)) This could be why fiber, which regulates blood sugar absorption and encourages digestion, is getting a modernization treatment via new products like Jeni's Ice Cream founder's Floura, sparking media attention and discussion. Unsurprisingly, protein has also emerged as a prioritized nutrient for GLP-1 use, given its ability to support muscle composition, promote satiety, and deliver essential nutrients.





Widely Used, Barely Discussed

As a culture, we had finally moved past a lot of body image and weight loss messaging, and then GLP-1s came in and flipped the conversation. While GLP-1s are widely used, they aren't openly discussed. Few influencers or celebrities admit to taking them, and there was a period when Ozempic paid influencers, which sparked controversy. Some influencers who have clearly lost weight on GLP-1s still credit "hard work" and sell diet or workout plans instead. In real life, however, we know more people considering GLP-1s than those talking about it online. The marketing and doctor recommendations seem way more effective than influencer conversations, and it's actually shifting consumer behavior.

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WHO ARE THE USERS?

The people using these medications don't necessarily overlap with the demographic for trending health food brands that often target younger, more wellness-oriented individuals. Those on GLP-1s may be older and more focused on managing metabolic health. Additionally, GLP-1 users are likely more prone to processed foods and may not prioritize understanding ingredient or nutrition labels in the same way, given the focus on convenience and medication rather than nutritional education.

HOW TO TARGET:

Since direct medication targeting is off-limits, the best approach is contextual alignment—focusing on dietary needs, fitness habits, and lifestyle adjustments common among GLP-1 users. You can use behavioral signals and interests to reach the right audience. Segments could focus on health & wellness, fitness & lifestyle, luxury/premium shoppers, geo-targeting, hashtag targeting.

CAUTION:

This is still an emerging trend and there's a huge gap in education around the risks. Hospital RDs are seeing gastroparesis constantly. Osteoporosis is another big concern. And the muscle-wasting issue is huge—people aren't just losing fat, they're losing muscle, too. Without enough protein and strength training, they end up malnourished, and when they go off the medication, they regain the weight fast. It's not a sustainable approach without the right nutrition support.