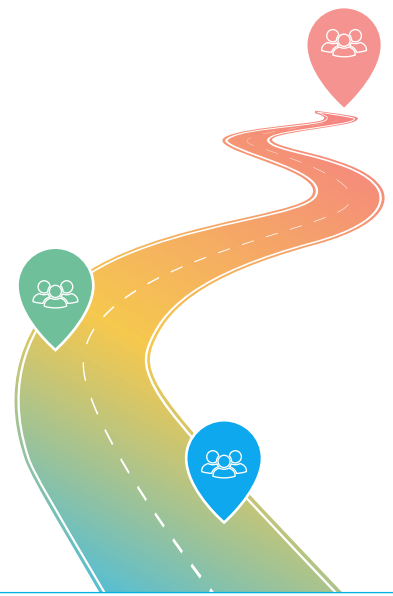


The unknown trajectory of GLP-1 use

And what it could mean for the food industry

Consumers are weighing whether GLP-1 use should be thought of as merely a drug or a lifestyle-oriented therapy. Non-users often profess greater concerns about prolonged use, with near-in “prospects” feeling these anxieties most poignantly.



“I am worried about having to keep using GLP-1s in the long term”



43%
of users



59%
of prospects*



*Those poised to try GLP-1s in the future, as personal obstacles are removed



50%
of holdouts**



** Those unlikely to adopt GLP-1s, barring significant personal changes

While these concerns are real and significant, the fact that less than half of current users are concerned about long-term use speaks to **two possibilities**:



Users assume they will **be on GLP-1s long term**

OR...



They aren't worried about **being on them long term**



Both scenarios could be highly disruptive to the food industry, especially as more prospects convert to users. Is your business ready to pivot for not just prolonged appetite suppression, but a fundamentally different ethos of eating?

Source: *GLP-1s: Seizing Opportunity in a New CPG Landscape*, Hartman Group

