

GLP-1 & the food industry

US Registered Dietitian Nutritionists Survey - March 2024

Dietary shifts driven by GLP-1 medication

- 27% Increase in protein shakes, powders and bars
- 17% Increase in lean animal protein and fruits and vegetables
- 46% Increase in water consumption

RDNs also noted improved attitudes to portion sizes, stress eating and snacking

- Fatty and greasy food consumption reduced by: 77%
- Candies & dessert consumption reduced by: 76%
- Alcoholic beverage consumption reduced by: 47%

GLP-1 weight loss medication is currently approved and available in

10 Countries

with more to follow

59%

of RDNs who recommend GLP-1 medications report concerns...

YET ONLY

26%

RDNs recommend clients contact a physician about GLP-1 medications and instead recommend:

- ✓ Regular physical activity
- ✓ A balanced diet
- ✓ Reading nutritional labels
- ✓ Limiting processed foods
- ✓ Limiting sugar
- ✓ Reducing calories

Malnutrition Deficiencies Eating disorders

but agree that GLP-1 medication can be a successful weight loss method, when used in conjunction with nutrition advice.

“ I would rather use education about healthy diets & encouraging appropriate physical activity than add another medication to a patient's sometimes long list of medications ”

We surveyed

430

Professionals to gain critical insights into the influence of GLP-1 medication on consumer dietary behaviour



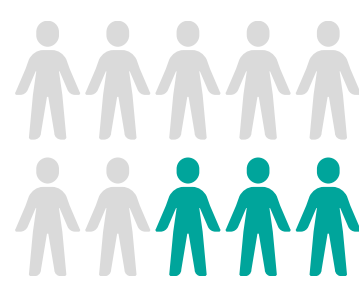
97%

of respondents are RDNs



85%

provide recommendations to patients daily or several times a week



70%

had 11+ years of experience



68%

of respondents have worked with patients/clients on weight loss medication

Now let us help you:

Innovate

New food and drink products that meet the specific dietary needs of GLP-1 medication users, supporting their weight management goals

Transform

Your existing portfolio to align with GLP-1 medication usage and the health-conscious consumers

Engage

Collaborate with healthcare professionals, such as dietitians and nutritionists, to endorse products as suitable options for GLP-1 medication users, and drive brand trust and loyalty