

GLP-1s

& The Cultural Shifts You
Can't Afford To Ignore



Welcome



Betsy
Pendergast
Dig Insights

Today we'll
discuss how to use
futures-thinking to
identify GLP-1
cultural trends
and apply them to your
category.



The Panelists



Liz Ackerley

Danone



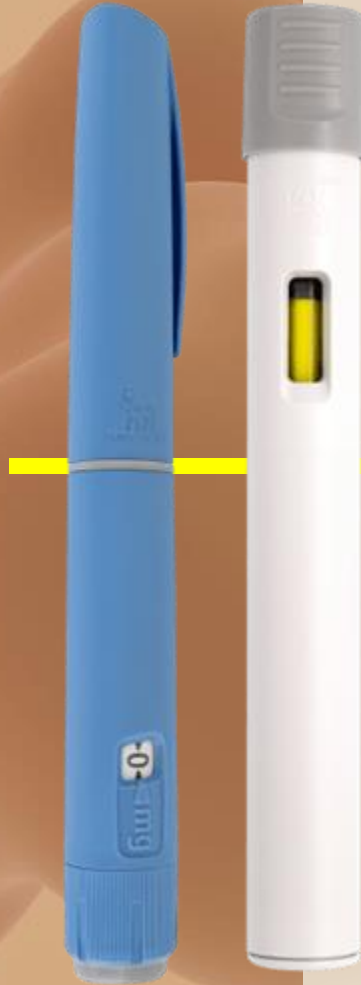
Laurie Dewan

Abbott Laboratories

Since we're talking about futures today...

- What's your role and how does futures-thinking apply?
- How do you audit trends and determine what to pay attention to?

Mapping
Cultural
Shifts *to*



Category
Implications
with GLP-1s

1 in 8 adults *in the US has taken* **Ozempic**

or another GLP-1 drug.



By 2035,
**24 Million
people**



will be using

**Ozempic, Wegovy,
or another GLP-1.**

Q

How are you thinking about GLP-1s today?



A parallel that we'd like to explore
as a **thought exercise** to surface **broader
category implications** than how we're
talking about **GLP-1s today** in relationship
to **weight loss**.



2025

GLP-1s

in relationship to
**agency over
consumption**

=

Contraceptives

in relationship to **agency
over choices**

1960s





1960s
contraceptives

Give Women Agency



Marriage
& Family
Structure



Workforce
Participation



Education
& Earnings



Sexual
Liberation

Fundamentally altered the
economic structure of the
modern world.





Could **GLP-1s**
not only **alter an**
individual's
health *but*

 rewrite
the rules *of an*
entire society?

Give People Agency



Economic
Productivity
Gains



Shifting
Consumer
Markets



Healthcare
System
Disruption



Cultural Identity
& Social Norms



2020s
GLP-1s

If these drugs curb all types of over-consumption, what implications do you think they could have on culture?



Give People Agency Over Consumption



Economic Productivity Gains

Obesity costs the U.S. economy an estimated **\$173 billion annually** in medical expenses and lost productivity. (CDC, 2022)



Shifting Consumer Markets

U.S. food consumption patterns are already **shifting**—Nestlé and PepsiCo have acknowledged potential declines in demand for processed snacks. (Financial Times, 2023)



Healthcare System Disruption

Companies like **Walmart** reported a decrease in healthcare costs among employees using **GLP-1 drugs**, suggesting broader workplace benefits. (Bloomberg, 2023)



Cultural Identity & Social Norms

A 2023 survey found that **67% of Americans believe obesity should be treated as a medical condition rather than a personal failing**, a major shift from previous decades. (KFF Health Tracking Poll, 2023)

If these drugs curb all types of over-consumption, what implications do you think they could have on culture?

Dampened Consumerism

- Intention Over Impulse

Digital Dopamine Decreases

- Lower Social Media Engagement
- Changes in Content Consumption
- Digital Detox with Ease

Goodbye Hedonism

- Declining Alcohol Sales
- Reduced Recreational Drug Use
- Shifts in Leisure Activity
- More Exploration & Experiences

Productivity

- Reduced Risk-Taking
- More Proactive Control of Time

Relationships

- Less Swiping
- More Rational Compatibility

Shifting Palates

- Protein Packing, Fiber
- Return to Naturals, Less Processing
- Supplementing for Muscle Mass
- Reduced Moral Judgement on Food

Scientific Wellness

- More Empowered Control
- Extended Healthspans

What might it mean to **live in a world with:**

Q

What implications are interesting to you in the broader GLP-1 conversation? What might these futures mean to your category?



Healthier
people and
slower
economies?



More
intentional
living
and less
pleasure-
seeking?

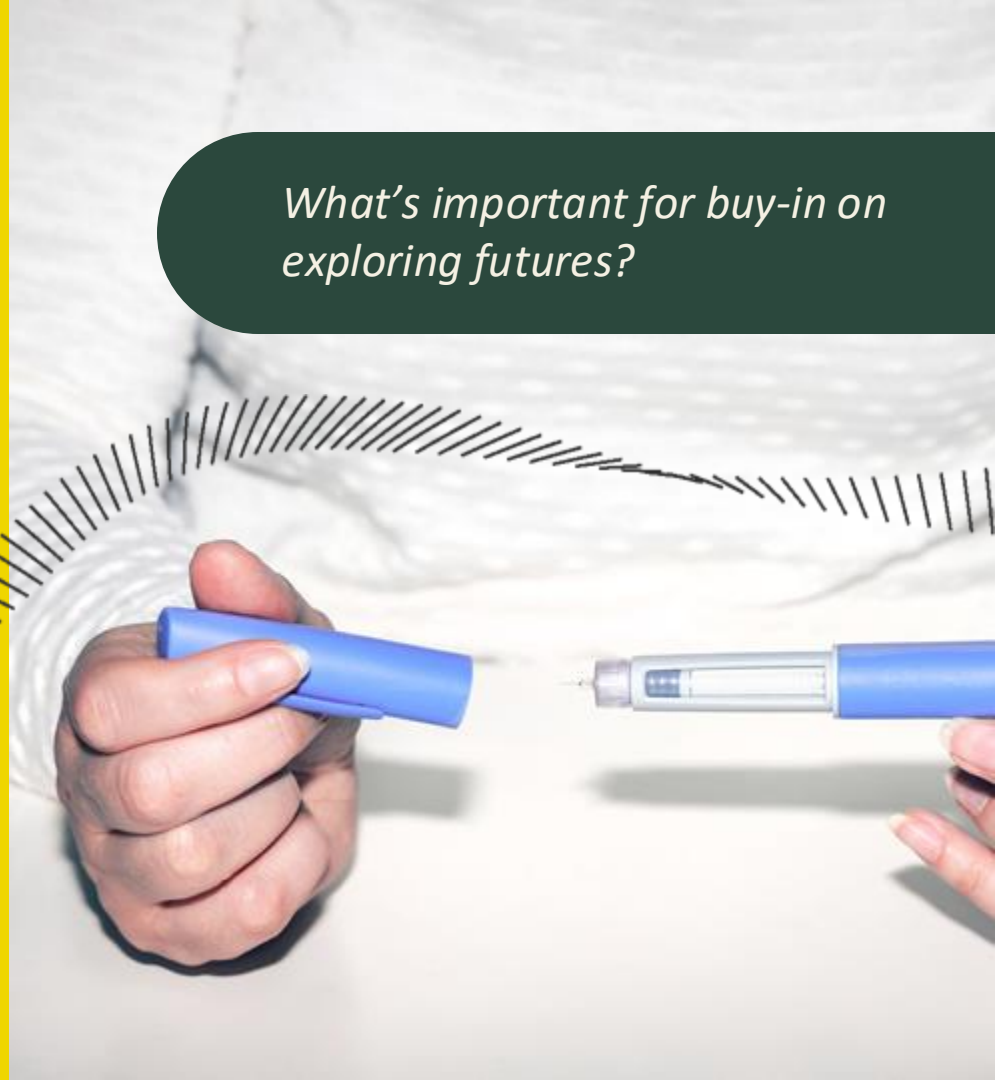


A less addictive
society and also
a less risk-
taking one?



What advice would you give to attendees who want to **develop a broader perspective on GLP-1 cultural trends and implications?**

What's important for buy-in on exploring futures?



The **Dig Way:**

Fractal Map

Identify the Universe
of Possibility

Thematics

Use Early Fringe Signals of
Change for Pattern-
Matching & Pattern
Breaking

Sizing

Develop overall trend
momentum and
consumer receptivity
of unmet needs

Q&A

Future of GLP-1

Which signals are you
paying attention to?

What stands out to you as
important to your category
in short and long-term?



Get a **futures wheel** that you can
leverage to explore implications in
your category.

For every badge click, **Dig Insights will donate \$5 to the Market Research Education Foundation (MREF)** to support children impacted by the LA Wildfires.



