



# **Appetite, Interrupted:**

Eating, Identity &  
Innovation in a GLP-1+  
World

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GLP-1 Receptor-Agonist drugs are changing more than diets. They're reshaping how we eat, live, relate to our bodies - and what appetite even means. This isn't just science. It's deeply human.

### Uptake is on the rise

- In the USA, 1-in-8 have used the drugs
- Nearly a third of people considering using them this year
- Reported use in UK currently over ½ mil and expected to rise
- Clinical trials – 71% focus on innovator drugs

The conversation about these drugs is noisy! How do we cut through the hype to uncover insights about the drugs' evolving impact?





We leveraged our partnership with Talkwalker and our AI-powered insights platform to listen to ongoing discourse about GLP-1s:

- Responding to hunger
- Emotional eating
- Routines and rituals
- Personal care and beauty
- Wellness and pursuit of health

Grounded in real consumer experiences and cultural tensions: a qualitative view into what's changing, why it matters, and how brands can respond with sensitivity, imagination, and insight.



# Hunger reframed

When appetite fades, other needs surface – are brands ready to meet them?



Recognizing and quieting the "food noise"

Re-interpreting sensory cues of appetite

Rebuilding trust in bodily regulation and resilience

*Prior to Ozempic, I had never really been sated with food in my life... I thought stuffed and uncomfortable was the stop sign. Also, I thought about food constantly. Ozempic completely turned off that 'food noise.'*

*I think it's pretty clear that a century of food science using chemicals, additives, and the exact perfect mix of salt, sugar/sweeteners and fat to create food that is never satiating and almost addictive and their subsequent monopoly on food is obviously the culprit for most food noise, obesity and binge eating*

*I'm eating my last meal at 4pm and hitting the gym the next morning. I just don't get hungry like I used to.*



# Routine & Ritual

Rituals are being rewritten. Can we move from telling people how to eat, to supporting how they feel about food?



Challenging norms of healthy eating routine

Embracing your personal rhythm

Navigating social conventions of food

*I had a patient on Wegovy force himself to eat at every break because he thought you had to. He wanted to be healthy - he was just misguided.*

*Three meals a day made sense 100 years ago when people worked the fields. I work behind a computer. All I need is tea!*

*My husband actually started injectables before me and we struggled a bit with him being on it and not me. I kept feeling obliged to offer him food if I was having something. I was still fat blind at that point.*

# EMOTIONAL EATING

GLP-1s reveal how much shame has been baked into eating. Can food feel emotionally lighter? Joyful? Guilt-free?



The emotional weight of overeating and restriction

Believing in your own willpower

Empathy for yourself and for others

*Either I ate my favourite foods and felt sad when I stopped, or I kept going and felt bloated, sluggish and ashamed. My favourite meals were an emotional burden.*

*It's changed me in my work as a dietitian, seeing how many people berate themselves for "poor will power" and "bad way of thinking about food" when actually their will power is perfectly fine it's just the satiety mechanisms (a complex web of many different hormones) that are broken.*

*The most powerful change in me is increased empathy. The medication really helped me realize the physiological barriers I was fighting and helped me leave the guilt behind for myself, but also importantly, not to direct my guilt and shame at other fat people.*



# Personal Care & Beauty

Transformation isn't always celebration. Can we support how people feel, not just how they look?



Getting used to a different face

*I've noticed loose skin under the chin and neck area. Other than that, my cheeks have thinned out. But before, I felt like you couldn't even see my eyes because all you could see were my cheeks. It's definitely a lot to get used to my new body.*

Mitigating against hair loss

*I've lost so much hair over the last 9 months and now my weight loss is slowing down coupled with taking multivitamins and lots of protein, I've got so much baby hair! Cowlicks everywhere. It'll grow back but I know how demotivating it is. Just know it's not permanent.*

Loss of self-esteem in the wake of weight loss

*I lost my curves, I lost my boobs, I lost my hair, I lost my ass. I didn't recognize myself. It did shove down the food noise for me but it wasn't worth all of the other things I lost. I think after this initial craze wears off people are going to realize it's got a dark side.*

# WELLNESS & PURSUING HEALTH

Even when weight loss feels positive, it's rarely free from pressure. How can care feel safe, self-led, and judgment-free?



Acceptance after body positivity

*I think I am only being "successful" on Mounjaro because I did all the self-acceptance/body neutrality work before hand. I am losing weight but it's not a punishment. I am not starving myself or exercising from a place of hate for my body and therefore I am sticking to it and enjoying it and treating my body with kindness.*

Concerns over muscle loss and maintaining strength

*I have lost some noticeable muscle mass on Ozempic so hoping it is possible to gain this back. I've upped my protein and doing strength training as well as my usual walking etc. I haven't lost a huge amount of weight either so to notice the muscle loss is a bit of a shock.*

Personal support through digital tools

*I'm with Juniper because I like the app and support if needed. I had to send weight and a photo. They've sent me some digital scales that I've linked to the app. I talk to health consultant with any questions I have and anything I might be feeling off about.*



For brands across food, beauty, health and personal care and beyond, this moment is both a challenge and an invitation...

A chance to listen more closely, to rethink old rituals, to design not just for appetite, but for emotion, identity, and change.

This isn't solely a trend to track – it can also be a space to shape.

**DON'T PANIC**

# FOOD BRANDS

The GLP-1 impact opens up space in food to gently reframe what 'normal' looks like:

- Challenge old routines, adapt to new ones
- Different ways to share joyful food moments
- Flexible, functional fuel
- Multi-dimensional satiety



EAT  
DRINK  
SING  
REPEAT



# PERSONAL CARE BRANDS

A refuge of beauty and comfort, both physical and emotional, in a context of hurt, shame and unstable self-image:

- Steadfast representation of diverse bodies
- Supporting self-rediscovery
- Surface-level satisfaction



# HEALTH BRANDS

A personal approach that offers choice and promotes holistic wellbeing:

- Empowering lasting change
- Platform varied vectors of health
- Democratize the science





# Any questions?





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