



# Breaking Through The (Food) Noise:

Navigating The Impact  
Of GLP-1s On Product  
Development

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# Your Speakers Today



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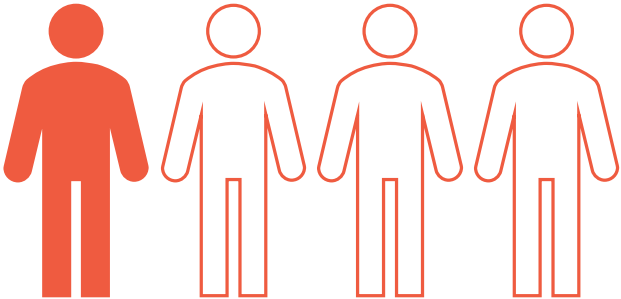


A young man and woman are sitting at a table in a restaurant, smiling and eating pizza. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a dark blue top. They are both holding slices of pizza. In the foreground, there is a glass of beer on the table. The background shows a window with a view of the outdoors and some indoor plants.

# GLP-1: The Opportunity

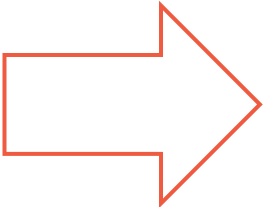
When needs change, it's time to innovate!

# GLP-1 Is Already A Major Social Impact



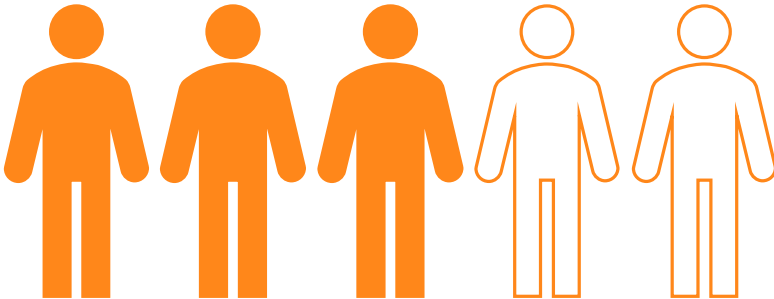
**1 in 4**

...adults have GLP-1 experience  
(15% currently, 9% in the past)



**72%**

Used for over 6 months



**3 in 5**

...know someone using GLP-1



**Questions:** Have you ever used a GLP-1 medical treatment (e.g. Ozempic, Wegovy, Mounjaro)? Do you personally know anyone who is currently using a GLP-1 medication such as Ozempic, Wegovy, or Mounjaro? N:1079



# New Tech Uncovers The Impact On Moments



## Recruited 3 groups of people in the US

- Current Users
- Previous Users
- Considerers

## The Mission: Go about your day and...

- One Click: **Eat or drink** due to hunger
- Two Clicks: **Eat or drink** for reasons other than hunger



# GLP-1 Removes 1 In 5 Consumption Moments

Non GLP-1 users have

10



Food and drink moments  
**per day**

If 25% of the US drops 2 consumption moments per day, that is  
**141 Million food and beverage moments lost every day.**

Mission One: One Click: **Eat or drink** due to hunger, two Clicks: **Eat or drink** for reasons other than hunger.

Past GLP-1 users have

8

Food and drink  
moments **per day**

## Impact even greater on 'impulse' moments

- From **4.4 to 2.8 moments** where 'hunger' is not the main motivator
- That's **1 in 3 impulse moments** lost

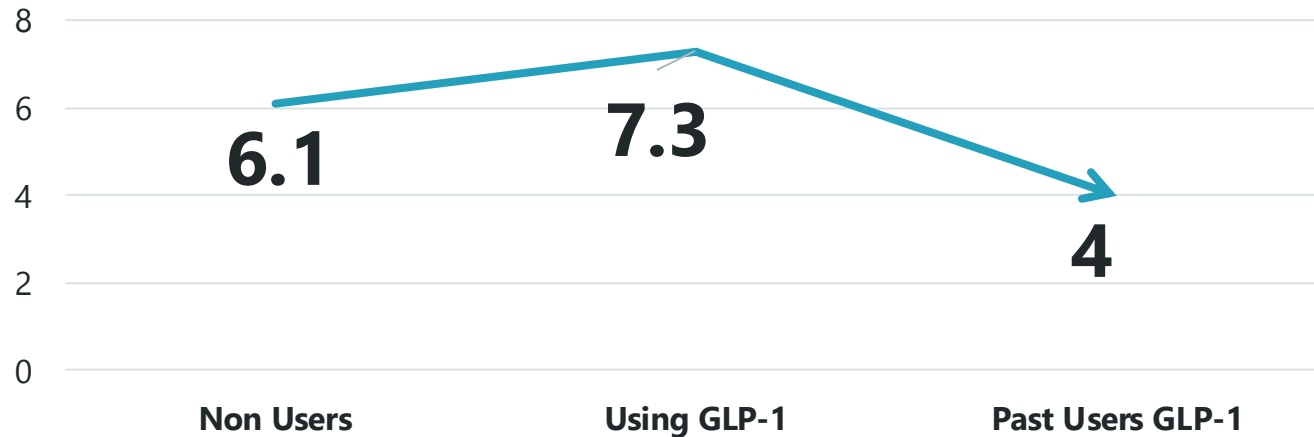


# Beyond Nutrition, What About Joy?

# 77%

of consumption occasions are about more than nourishment

Happiness moments from food or drink vs. GLP-1 experience



Mission Two: One Click: Feel **happy** due to food or drink, Two Clicks: Feel **happy** for reasons unrelated to food or drink. 35 Clickscape users, generating over 700 moments



Little boy had to come home from school poorly, so we went to the shop to cheer him up with a treat...I needed cheering up too."

GLP-1 Current User



# Thought Starters for Brands

**1** GLP-1 has already changed behavior for 25% of people: For millions of Americans **food and beverage choices are no longer on auto-pilot.**

**2** When needs change, products change. Moments of **Joy, 'Pick me up', Energy boost have all become innovation opportunity.**

**3** Early evidence of GLP-1 benefits waning after 6 months. Curion to launch fresh study in May. **Stay tuned... this story is not over.**

For more detail contact [richard@blueyonder.agency](mailto:richard@blueyonder.agency).



A photograph of three young adults sitting outdoors at a table, eating burgers. On the left, a woman with curly hair is laughing with her hand to her face. In the center, a woman with glasses looks towards the right. On the right, a man is smiling and looking towards the center. They are all holding burgers. The background is a bright, outdoor setting with greenery.

# Panel Discussion

Exploring the shift in food, function, and identity in the GLP-1 era



# Q&A

# Thank you for joining today!

Stay tuned for more research on this topic as Curion launches our Curion Insight Report on GLP-1s in May. **Stop by Curion's booth #303 to learn more!**



Tell us what you want to understand about GLP-1 consumers!  
Your questions may guide our next research initiative.

Scan QR code  
to participate:

