

KANTAR

SLIDE
of the
WEEK

by



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Thomas

Food and beverage brands can strategically incorporate changes brought about by GLP-1 into food innovation plans, companion products, ingredients, and packaging size

GLP-1
Syndicated Study
Overview

SLIDE
OF THE
WEEK

How has users' consumption changed since starting GLP-1?
It differs: better, smaller, less often

How Have Eating/Drinking Habits Changed Since Starting GLP-1



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Source: Kantar GLP-1 Study, December 2023