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Givaudan-sponsored study highlights five emerging consumer trends among GLP-1 users

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New Appetite Shift findings suggest that GLP-1s are having a profound impact on consumers' food habits, reshaping expectations around nutrition, enjoyment and wellbeing



Findings from Food Innovation Solutionsâ?? (FIS)Â UK-based Appetite Shift study suggest that GLP-1s are increasingly influencing everyday food choices.Â Five GLPâ??1-related trends emerge for food and beverage manufacturers.Â

"This study shows that GLP-1 use is about much more than weight loss. It is driving broader lifestyle transformations, fundamentally reshaping consumersâ?? relationship with food, from what they choose to eat to how they eat and engage with food every day," said Catherine Bayard, Global Product Manager Protein at Givaudan. â??Our role is to translate these dataâ??backed signals into flavour, mouthfeel and ingredient solutions that preserve taste while helping to support evolving nutritional needs.â?•Â

Five GLP-1 trends that create new opportunities for food and beverage manufacturers :

Protein-first formats : Consumers are prioritising protein-rich foods as they seek more nutritional value from smaller portions. Appetite Shift reports increased protein-focused consumption across categories, reflecting growing interest in supporting nutrient intake while managing reduced appetite. For manufacturers, this creates an opportunity to develop nutrient-dense products that help consumers maximise nutritional value without increasing portion size.Â

Controlled indulgence : As GLP-1 use matures, consumers seek complex flavours, enjoyable taste experiences and satisfying mouthfeel. Rather than accepting traditional low-calorie compromises, the findings suggest that taste and sensory quality will become increasingly important as consumers look for greater enjoyment from every eating occasion.Â

Portion-right formats: Changing eating occasions are driving demand for appropriately sized products. Appetite Shift found significant declines in restaurant dining, takeaway ordering and on-the-go eating, suggesting opportunities for nutrient-dense products designed for smaller consumption occasions. As eating habits evolve, appropriately portioned formats and smaller

packs may become an increasingly important area of innovation.Â

Transparency and credible claims: Consumers expect clarity and credibility. The research indicates that overt "GLP-1 friendly" claims may be perceived as gimmicky, increasing the importance of transparent nutrition information, careful product positioning and responsible communications. Success will depend not only on product formulation, but also on building trust through clear and credible communication.Â

Strength and healthy ageing nutrition : As many users anticipate longer-term use of GLP-1 medications, interest is growing in products that support muscle maintenance and healthy ageing. Appetite Shift found that around one in five users expects to remain on GLP-1s indefinitely, suggesting a need for nutrition solutions that extend beyond short-term weight management and support broader wellbeing goals. Â

Givaudan capabilitiesÂ

â??Consumer expectations around food are evolving rapidly, with greater focus on nutrition, enjoyment and long-term wellbeing,â?• said Thomas Ullram, Global Marketing Director at Givaudan T&W. â??At Givaudan, we combine deep consumer insights with expertise in taste, sensory science, nutrition and bioscience to help our customers turn these shifts into meaningful innovation. Through our GLP-1 Wellbeing Collection, TasteSolutionsâ?¢ portfolio and functional ingredient capabilities, we address challenges such as protein/fibre systems, off tasteâ??masking and mouthfeel restoration, and product functionality to meet changing dietary needs."Â

MethodologyÂ

Appetite Shift is a three-wave GLP-1 tracking study conducted by Food Innovation Solutions between August 2025 and March 2026. Sponsored in part by Givaudan, the study surveyed 1,200 UK adult consumers, including a nationally representative sample of 1,000 consumers. An oversample of GLP-1 users was included to understand how GLP-1 medications are influencing food attitudes and behaviours.Â

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