



GLP-1s:

Seizing opportunity in a new CPG landscape

A Hartman Group special report

Fielded April 2026
U.S. market coverage



A critical lens into the emerging GLP-1 era and what it means for the business of food

The GLP-1 revolution is no longer confined to healthcare—it is rapidly reshaping how consumers think about nutrition, indulgence and the role food plays in everyday life. ***GLP-1s: Seizing Opportunity in a New CPG Landscape*** leads you through a detailed exploration of the GLP-1 user journey, delivering a consumer-centric understanding of the attitudinal, behavioral, commercial and cultural disruption emerging from GLP-1 adoption.

For many users, these medications represent a transformative breakthrough after years of frustration and unsuccessful weight-loss efforts. As our cultural understanding of weight management and personal wellness shifts, users increasingly view obesity through the lens of science and medical innovation rather than willpower.

As “food noise” quiets, many users describe feeling a new sense of freedom and control around eating, presenting profound implications for new product innovation, merchandising, brand positioning and beyond. At the same time, users want decisions about future use to be driven by their values, needs, personal physiology and sound medical advice—not cost, insurance access or social pressure.

Report published: June 1, 2026

Report length: 63 slides

Format: PowerPoint, PDF and Excel data tables

Designed specifically for mainstream ingredient producers, CPG brands, retailers and foodservice providers, ***GLP-1s: Seizing Opportunity in a New CPG Landscape*** provides the industry’s most comprehensive and actionable insights on this growing consumer base.

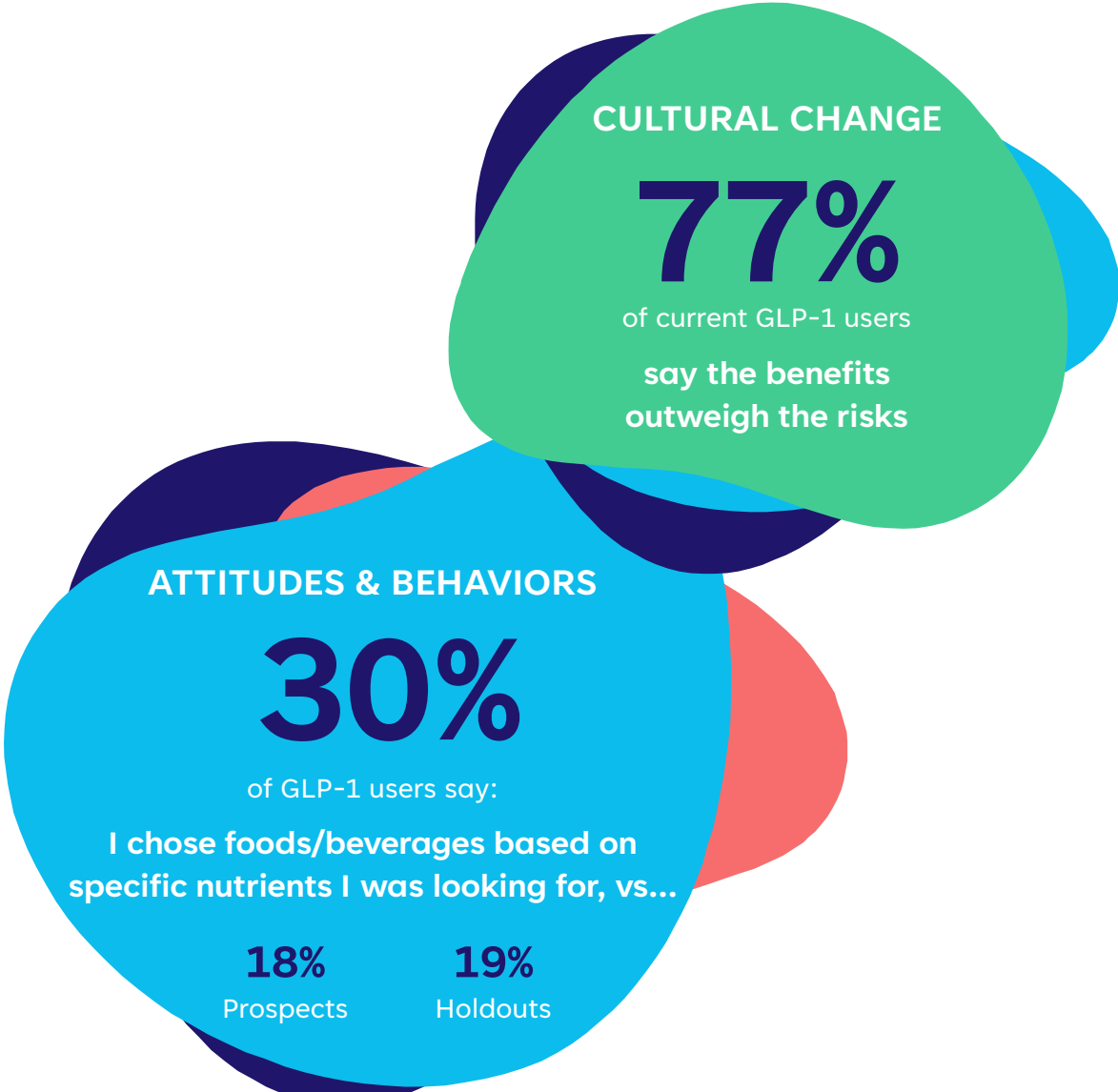
While most other research focuses exclusively on current users or “GLP-1 households,” **this report goes a step further by identifying not just what, but *who* is next.**

We examine prospective GLP-1 adopters and the attitudes and behaviors that make them especially receptive to GLP-1s—and which adoption barriers still remain. We also look at “Holdouts”—those less likely to adopt GLP-1s—giving you a complete picture of consumer participation. With this perspective, you’ll be well-positioned to identify growth opportunities, develop innovation pipelines and refine messaging for near- and long-term success.

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Stand out by understanding what's driving the evolving weight management conversation



CATEGORY DYNAMICS

Analysis of 12 pace-setter food and beverage categories reveals how GLP-1 use may influence future consumer preferences and priorities, going beyond often-cited recent purchase data to look at several key dimensions to tell the story of GLP-1's influence on categories and consumption:

- Perceptions of healthfulness and desired alignment with wellness goals
- Change in consumption frequency
- Portion size changes and product switching within categories
- Change in enjoyment and drivers for satisfaction

Categories individually analyzed include:

- | | |
|--------------------------|------------------------------|
| Fresh produce | Frozen entrees/meals |
| Fresh meats and seafood | Packaged breads |
| Refrigerated dairy foods | Packaged meats |
| Salty snacks | Nutritional shakes |
| Bars | Carbonated soft drinks |
| Sweets/confections | Packaged alcoholic beverages |

Gain primary consumer insights and strategic guidance at a fraction of custom research costs

Robust integrated methodology

Quantitative: Online national survey fielded in April 2026, n=2,268 U.S. adults aged 18–80, with oversample of GLP-1 users (net n=1,103)

- Margin of error for total sample $\pm 2.1\%$ at 95% confidence level
- Margin of error for GLP-1 Users $\pm 3.0\%$ at 95% confidence level

Qualitative: Online ethnography with n=12 consumers reflecting a diverse mix of current and former GLP-1 users and non-users; virtual interviews with a subset of n=6 participants.

Turning insights into action: Activation Sessions

Please contact Melissa Abbott (melissa@hartman-group.com) to learn more about how you can take your strategy to the next level with the insights from *GLP-1s: Seizing Opportunity in a New CPG Landscape*.

Report published June 1, 2026

Report Price: \$10,000*

**included in all Hartman Retainer Services packages*

An in-depth PowerPoint report includes implications, strategic recommendations and a complete analysis of relevant data supported by robust charts and visuals.

A set of 12 pace-setter category dashboards are included with purchase.

Accompanying the report are detailed Excel data tables that enable flexible analysis with key demographic breakdowns.

Order your copy now

To future-proof your strategy in the emerging GLP-1 era, contact us:

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ABOUT HARTMAN GROUP

Our mission is to translate consumer behavior and food culture into strategic growth opportunities for our clients. Since 1989, Hartman Group's anthropologists, social scientists and business analysts have been immersed in the study of American food and beverage culture, using ethnographic observation, quantitative tracking surveys and deeply studying trends. What we have learned and continue to uncover allows us to upend many notions of our traditional American eating and drinking patterns, identifying unique opportunities and winning strategies for our clients.

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