GLP-1s:
Seizing Opportunity in a New CPG Landscape

A Hartman Group special report

Fielding March-April 2026
U.S. market coverage

This special report on GLP-1s provides leaders a nuanced view of what is happening at both the macro and micro levels of culture, consumers and commerce

From pharmaceutical breakthrough and industries-wide disruptor to breakthrough opportunity

Since gaining FDA approval in 2021, semaglutides—better known as GLP-1 drugs—have emerged as one of the most transformative pharmaceutical breakthroughs of this decade. For leaders in the food and beverage space, the question is no longer *if* GLP-1s will influence their categories, brands and service models, but *how*.

While the trajectory for GLP-1s is still uncertain, their impact on the landscape is already undeniable. GLP-1s are actively...

- Sparking a new cultural and scientific debate about obesity
- Reshaping the idea of "food as medicine" and the interplay of food and pharmaceuticals
- Affecting volumetric sales of food and beverage while simultaneously heightening a culture-wide critique of processed food
- Influencing expectations of food and beverage categories in terms of ingredients, benefits and marketing/communications
- Resetting the mandate for food engineering while offering opportunities for companies to innovate for (new) occasions and needs

The industry doesn't just need fresh data to meet this critical moment—it demands a culturally informed, consumer-centric perspective to respond to the changing landscape, anticipate shifting behaviors and reimagine business realities before they fully take shape.

GLP-1s: Seizing Opportunity in a New CPG Landscape will provide food and beverage brands, retailers and food service providers with crucial insights on:

CULTURAL CHANGE:
What paradigms, beliefs and values are fundamentally changing?

CONSUMER SEGMENTS:
Who is the so-called GLP-1 consumer? How are behaviors and the landscape being transformed for all consumers—not just those using these drugs?

STRATEGY & INNOVATION:
What are the product development and marketing innovation opportunities for the CPG industry?

The report will provide meaningful guidance and recommendations to future-proof your business

Robust quantitative and ethnographic research, contextualized by cultural perspective, will uncover key questions the industry must answer to understand not only what has shifted, but what hasn’t changed, and what’s next. For example...

CULTURE

How are beliefs about obesity, disease and intervention changing? Which beliefs are entrenched vs. being disrupted?

What is the degree of GLP-1 awareness? How do users and non-users, "acceptors" and "rejectors," perceive its influence on health and aspirations?

CONSUMERS

Who are the "GLP-1 consumers" of today and tomorrow? Where do they intersect and diverge with existing segmentations?

What are the attitudes, behaviors and choices reflected in this increasingly diverse "GLP-1 cohort" and where are needs most underserved?

CATEGORY

What are the product-level attributes, benefits and occasions the food industry must prioritize? How does this vary by category and channel?

What does it mean to create value for users across the financial spectrum? Will innovation positioned for more meaningful experiences come at the expense of value-driven innovation?

The rise of GLP-1s has already impacted consumers' use of categories and channels; this study explains how, why and what it means for the future

Capturing the usage and attitudes for key retail channels and "pace-setter" product categories, the study will identify emerging perceptions and expectations, new patterns of behavior and exciting opportunities—among GLP-1 users and gen pop alike.

CHANNELS INCLUDED

(capturing past-3-month shoppers)

- Grocery stores
- Mass merchandise
- Natural/specialty stores
- Club stores
- Dollar
- Discount
- Drugstores
- Online

CATEGORIES INCLUDED

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

AREAS OF INQUIRY COVERED FOR EACH CATEGORY:

- P3M purchase
- Perceptions of category nutritiousness and support of wellness goals
- Changes in consumption patterns (driven by range of factors, including use of GLP-1s) including reasons for change
- Specific challenges and benefits related to GLP-1 experience (for users)
- Interest in GLP-1communication (broader messaging and claims/certification on-pack)

Establishing usage and attitudes for these high-level channels and categories gives companies foundational insight it can build on with proprietary research and insight.

Contact us about including your brand, category or channel for proprietary exploration and custom data tables.

Gain primary qualitative and quantitative insights with actionable guidance to inform your strategy—without the financial or time investments of custom research

Robust integrated methodology

Quantitative Research: Online survey of n=2,100 U.S. consumers aged 18-80, including an over-sample of GLP-1 current and former users, yielding a minimum of n=1,000 current GLP-1 users, and enabling readable audiences for key demographics such as age cohorts, race/ethnicity, income tiers and health status.

Qualitative Research: Online ethnography with a diverse mix of GLP-1 users and demographically representative non-users. Research will involve a brief engagement using our qualitative research platform paired with in-depth, virtual interviews with a subset of GLP-1 participants.

Final report available June 1, 2026

Report price: $8,500 (until May 31, 2026; $10,000 starting June 1)

A concise, visually dynamic PowerPoint report on study findings will include an executive summary, implications and strategic recommendations, supported by charts, visuals and consumer quotes.

A supplemental set of Excel data tables that provides views by key demographics and relationship with GLP-1 will accompany the report.

Proprietary categories, questions and/or custom data cuts may be available. Requests are handled on a first-come, first-served basis. **Contact us for a quote and for feasibility by March 16, 2026.**

Turning insights into action

Please contact Melissa Abbott 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:* melissa@hartman-group.com.

Pre-order *GLP-1s: Seizing Opportunity in a New CPG Landscape* now

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To purchase, please email: melissa@hartman-group.com.

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Hartman GROUP

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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