



Euromonitor
International

The GLP-1 Revolution: Insights for Food and Beverages

May 2025

EXECUTIVE SUMMARY

Why read this report?

Key Findings

GLP-1s are reshaping the global food and beverage industry

THE MEANING OF THE GLP-1 REVOLUTION

GLP-1 drugs are going to change how millions of people eat and drink

Basic truths about GLP-1s the food and beverages industry will need to accept

Trends that will be accelerated by rising GLP-1 usage

Trying to size the user base is less helpful than you would think

A wave of patent expirations in 2026 will massively expand global usage

Weight loss is splintering into two directions: GLP-1s and holistic approaches

GLP-1s mean the end of the fad (weight loss) diet

GLP-1s are one driver towards “Peak Calorie” in developed markets

Weight loss is not the only thing GLP-1s are going to be used for

Side effects: Important to bear in mind but will not stop the growth in usage

FOOD AND BEVERAGE CATEGORY IMPACTS

Most categories are going to see volume hits

Alcoholic drinks faces significant negative impact from GLP-1 drugs

Non-alcoholic drinks sales will fall, though not dramatically so

Snacks are in trouble right now but could be long-term winners

The rest of packaged food will need to accelerate a wellness shift

Impact of GLP-1 agonists on foods and ingredients: Euromonitor’s experts speak

GLP-1-FRIENDLY INNOVATION

GLP-1-friendly innovation will need to speak to non-users as well

Case study: Bob’s Red Mill aligns to GLP-1 users without marketing to them

‘GLP-1-friendly’ on the pack vs positioning

Complementary options and “ fauxzempic ”

A new boost to already surging protein demand

Case study: Fairlife shows specific GLP-1 claims are optional

Rising hydration needs are the main positive story for the drinks industry

Case study: SoWell creates a functional concentrate for GLP-1-specific hydration

CONCLUSIONS

Key takeaways

GLP-1 impacts ultimately go far beyond just food and drinks

GLP-1 usage and its future expansion

CONCLUSIONS

Questions we are asking

About Euromonitor International

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-glp-1-revolution-insights-for-food-and-beverages/report.