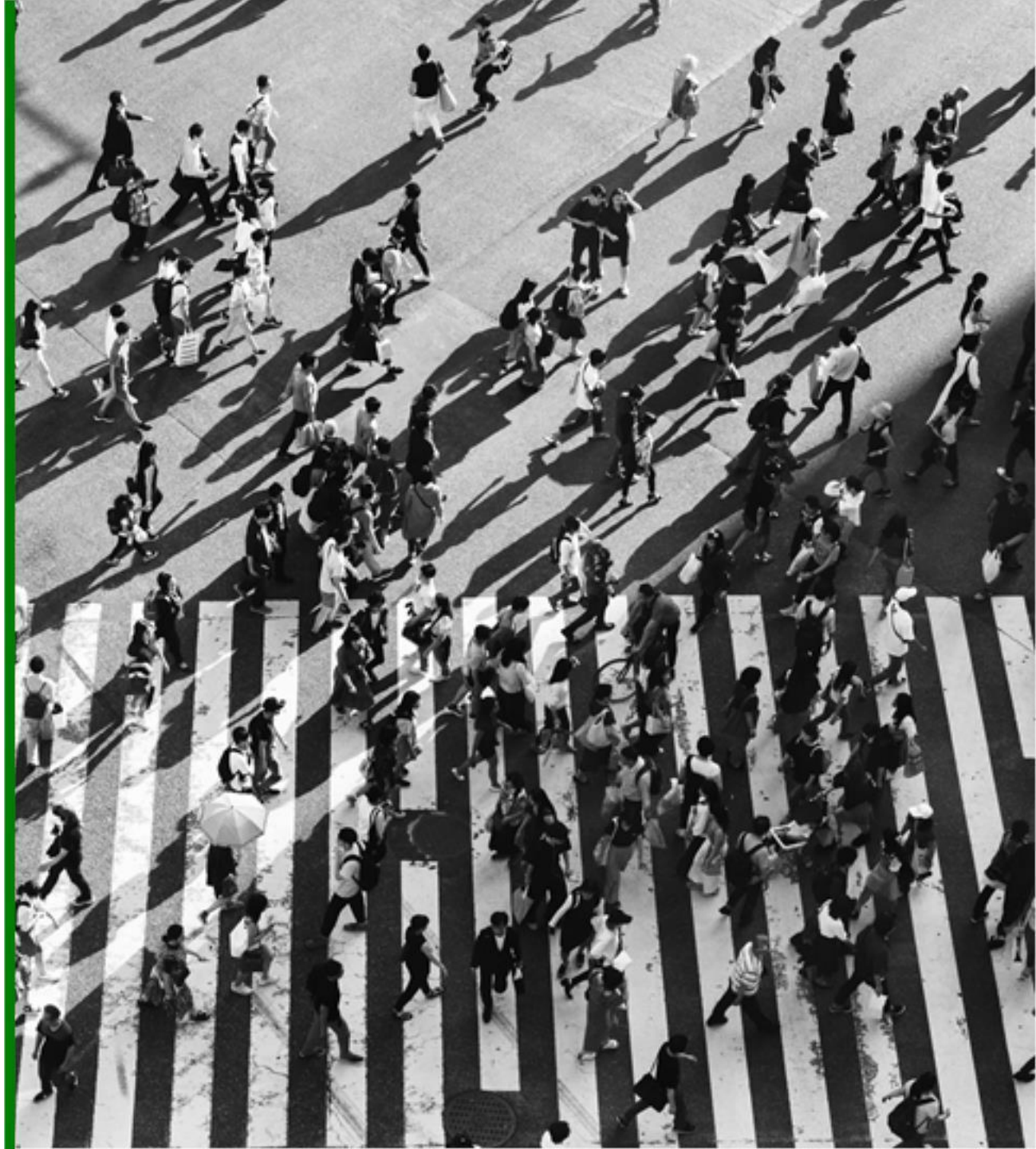




Lux for Consumer Insights

**TRENDS (US)**

# Small Bites, Big Changes: The Evolving Culture of Food and Beverages on GLP-1s



# Executive Summary

This report explores how GLP-1 medications are reshaping the culture of eating and drinking, revealing five key shifts in how consumers experience appetite, pleasure, identity, and control, and what this means for the future of food and beverage.

As GLP-1 users confront the physical, emotional, and social impacts of reduced appetite, they're not just adjusting their diets—they're redefining what it means to enjoy food, nourish themselves, and participate in shared rituals. This transformation presents both a challenge and an opportunity for brands. Success will require moving beyond conventional notions of health and indulgence to support a new cultural reality, one defined by sensory precision, emotional support, and social inclusion.

We ask:

- How do GLP-1s change people's approach to food & beverage?
- What types of food and beverage products are consumers turning to alongside GLP-1s?
- What emerging food behaviors or product ideas could shape the next phase of GLP-1 food culture?



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# Culture Overview

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# GLP-1s are forcing consumers to radically rethink their relationship with food and drink.

**Consumers are rejecting old traditions and norms around eating and drinking while embracing new pleasures and mindsets for sustainable weight loss.**

The culture of Food and Beverage for GLP-1 Users sits in the **Established Ideas** stage of development. Currently, a maximum of **154.3M** consumers are showing interest in this topic, and this number is poised to **grow by 12.9% in the next 1-2 years.**

## Strategic Implications

**Elevate micro-pleasures:** Design food and drink experiences that prioritize sensory intensity in small doses, helping consumers enjoy flavor, texture, and nostalgia without overwhelming their limited appetite.

**Rethink mealtime formats:** Offer products and solutions that break away from traditional breakfast–lunch–dinner models, supporting snack-based, drinkable, or modular nutrition that flexes with new eating rhythms.

**Support smart self-regulation:** Build trust by offering tools, packaging, and tech integrations that help consumers track, measure, or filter their intake with precision, without triggering diet culture or shame.

**Help consumers reclaim food identity:** Design offerings and experiences that let consumers maintain their foodie or wellness identities in new ways, preserving joy and connection in a shifting culinary life.

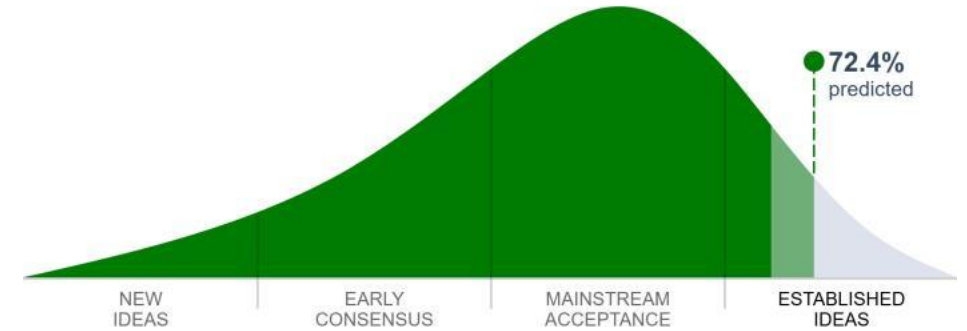
## Culture Overview

As consumers' understanding around the effects of GLP-1 medication on nutritional needs, hunger cues, and the mental/emotional aspects of eating grows, **now is the time for brands to align with established expectations around the GLP-1 lifestyle.** At this stage of maturity, the greatest opportunities lie in storytelling that meets consumers where they are at, solving existing pain points, and refining brand identity to be a leader in the food and beverage space for consumers taking or interested in GLP-1 medication.

*Maturity Curve for Culture: glp-1s, food, beverage*

### Maturity Curve

**64.1%**  
current



This topic scores **64.1%** on the maturity curve and is expected to expand to **72.4%** in 12-24 months.

This culture is currently relevant to **154.3M** people and is expected to grow by **12.9%** in 12-24 months.



● 154.3M People ● 174.2M 12.9% Predicted People





# Key Consumer Themes

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# Here are the five themes relevant to Food and Beverage for GLP-1 users:

- 1 Searching for New Pleasures**  
Food and Beverage for GLP-1 Users = Discovering new ways to enjoy the pleasures of food and drink.
- 2 Rethinking Traditional Mealtimes**  
Food and Beverage for GLP-1 users = rejecting traditional meal times in favor of lighter, nutrient-dense options.
- 3 Scientific Food Planning**  
Food and Beverage for GLP-1 users = taking a scientific, data-driven approach to stay health and on track during weight loss.
- 4 Forced Moderation for Alcohol**  
Food and Beverage for GLP-1 users = embracing moderation around alcohol while on GLP-1s.
- 5 Signal: Food FOMO**  
Food and Beverage for GLP-1 users = struggling with the mental challenges of their dramatic new relationship with eating.



# Searching for New Pleasures

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Food and Beverage for GLP-1 Users = Discovering new ways to enjoy the pleasures of food and drink.



# Food and Beverage for GLP-1 Users = Discovering new ways to enjoy the pleasures of food and drink.

## CORE BELIEF

- **Consumers believe that** food is supposed to be one of life's great pleasures, yet GLP-1 drugs mute their appetite and introduce side effects that strip eating of its usual joy. They think that by elevating the sensory, emotional, and social quality of their food experiences, they can reclaim some of that lost pleasure even when they can't indulge the way they used to.

## MANIFESTATIONS

- **Consumers seek snacks and drinks with functional benefits as a health-conscious alibi when they want to indulge in something genuinely tasty.** E.g. They say Diana's frozen bananas taste indulgent while having good fiber and phytonutrients, while others are interested in Poppi prebiotic sodas for a gut-safe alternative to Coke.

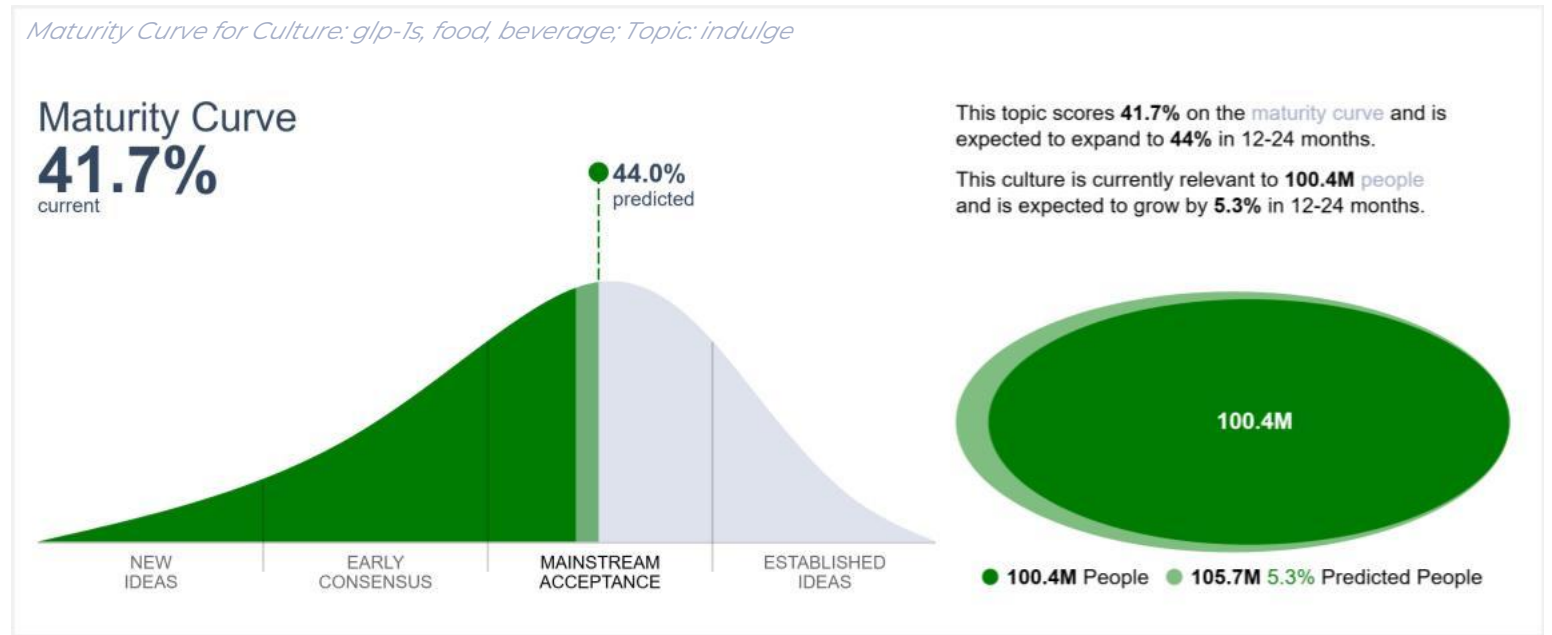
- **They say they're more attuned to the sensory pleasure of the foods they eat, opting for smaller amounts with enjoyment in each bite.** E.g. They're opt for small desserts with interesting flavors and textures (e.g. Little Moons yuzu & lemon mochi ice cream, layered chia-yogurt cups). They look for health-ish snacks that have a satisfying crunch (e.g. MadeGood Cheddar Star Puffed Crackers).
- **Some say they still struggle with "food noise," intrusive thoughts about indulging or binging despite their lack of physical hunger.** E.g. They chat about fighting food noise by indulging in real snacks and treats, ditching the protein-boosted or stomach-safe 'healthy' alternatives when the cravings hit too hard. They're monitoring their side effects (nausea, diarrhea) to see how much they can binge when the cravings won't go away.



# This theme is currently growing within the Mainstream - a time ripe for product and branding innovation.

Searching for New Pleasures is best represented by the topic "indulge".

Searching for New Pleasures in the context of Food and Beverage for GLP-1 users is currently relevant to **100.4M** consumers and is anticipated to **grow by 5.3%** in the next 12-24 months.



# Rethinking Traditional Mealtimes

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Food and Beverage for GLP-1 users = rejecting traditional meal times in favor of lighter, nutrient-dense options.



# Food and Beverage for GLP-1 users = rejecting traditional meal times in favor of lighter, nutrient-dense options.

### CORE BELIEF

- **Consumers believe that** the physical and mental changes of GLP-1 medication invite them to listen to their body's signals and rhythms more, and that now means that the traditional three-meal structure no longer makes sense. They feel that adjusting meal size, frequency, and format is the key to staying nourished while honoring their body's hunger cues and nutrient needs.

### MANIFESTATIONS

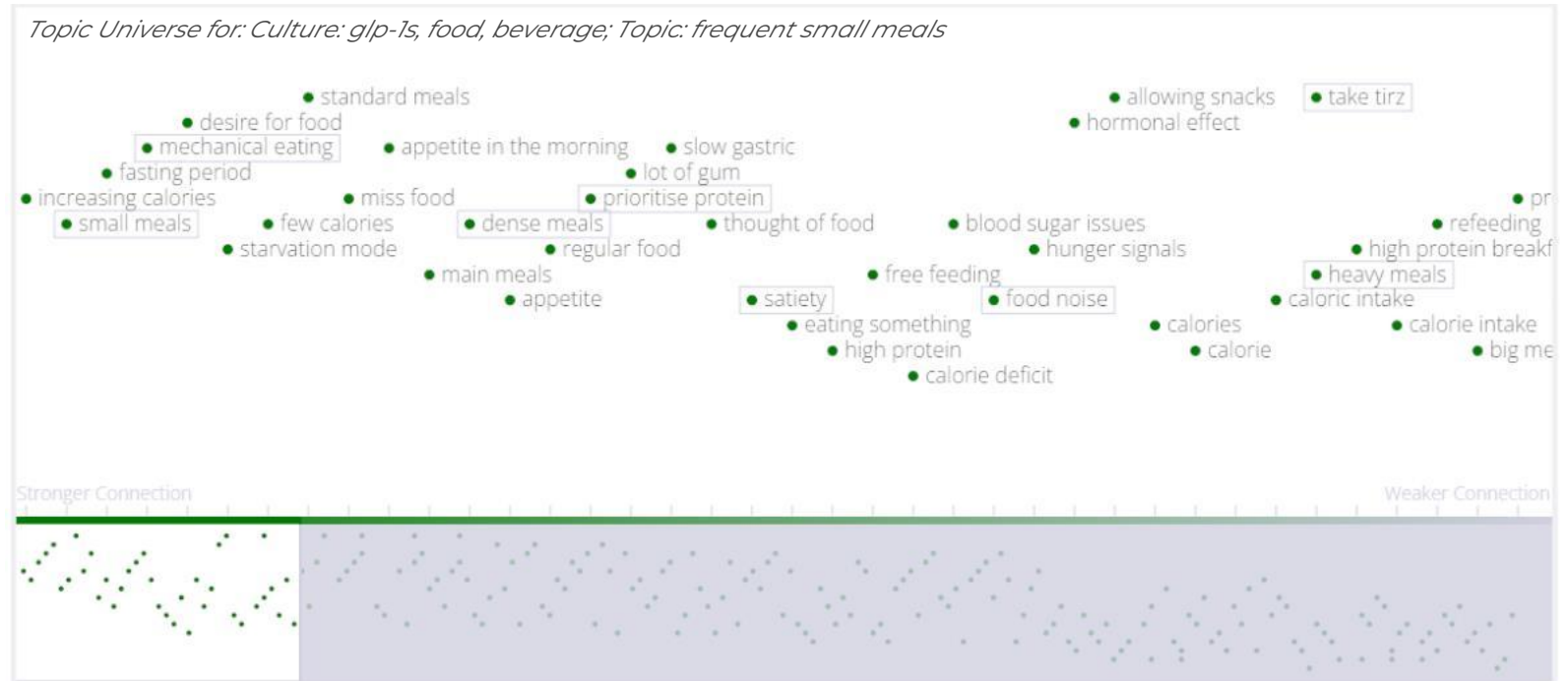
- **Consumers are elevating frequent snacking over traditional, regimented sit-down meals since it aligns with their low appetite and is efficient for getting nutrition.** E.g. They say a handful of almonds, a drinkable yogurt (e.g. Oikos), or a protein bar (e.g. Aloha bars) during a lunch break at work becomes a “meal” because it’s all their body needs and doesn’t induce nausea. Some say snacking while watching TV or commuting makes more sense than a sit-down meal.
- **They say drinking their nutrients is efficient and feels lighter on their body.** E.g. They gravitate towards nutrient-dense shakes (e.g. Fairlife), green juice (e.g. Suja) kefir, or fortified juice (e.g. Naked) that pack in essential vitamins and nutrients in a quick, gentle, and easy format. Some opt for meal-replacement protein shakes (e.g. Soylent) whenever they're feeling weak or tired, which they use a queue to refuel instead of regular mealtimes.
- **They say rethinking meal timing respects their body’s hunger cues and drowns out “food noise” that used to dictate when they should eat.** E.g. Some say since starting Wegovy, they’ve shifted to two meals per day, a protein-rich breakfast and an early light dinner. Many say the early afternoon is when their body feels most hungry and can handle larger portions without side effects.



## Food and Beverage for GLP-1 users = rejecting traditional meal times in favor of lighter, nutrient-dense options.

### Conversation Topics Decoded

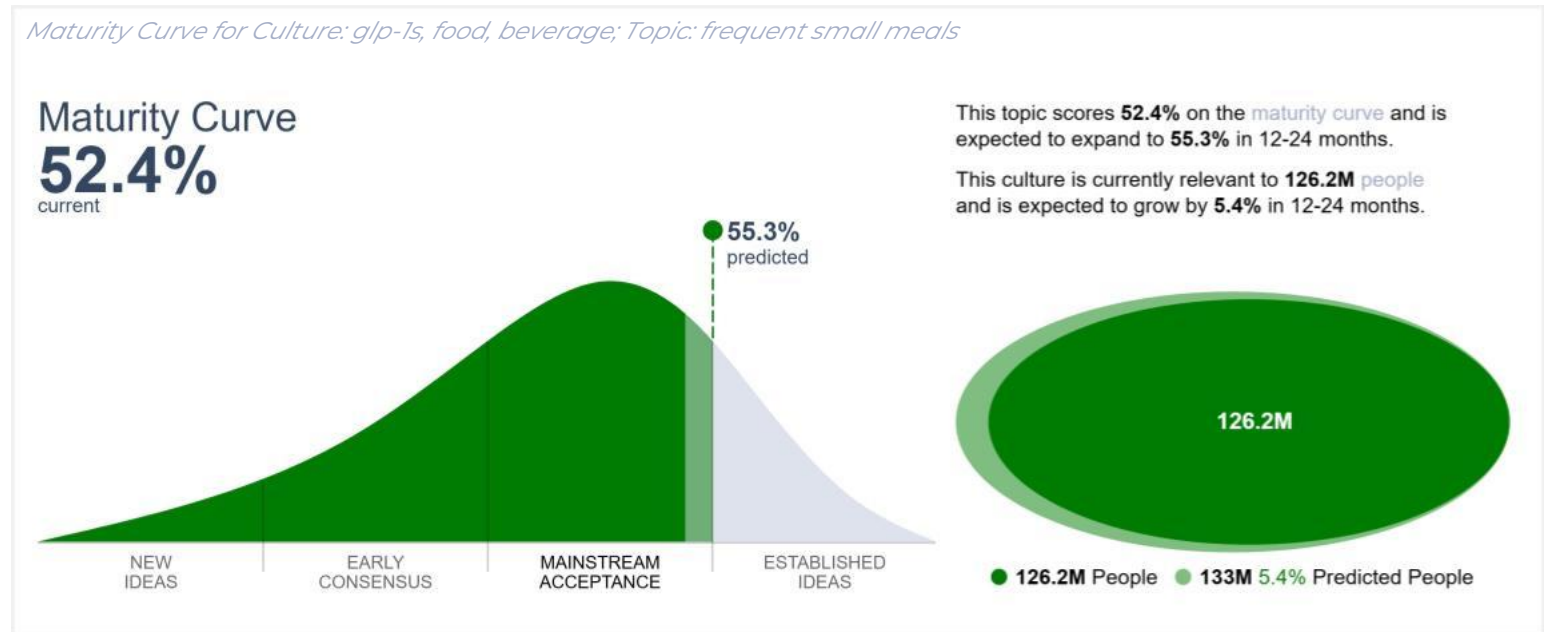
normal meal, regular meals, mechanical eating, small meals, dense meals, prioritise protein, satiety, food noise, take tirz, water tracking, heavy meals, multiple small meals, trigger side effects, actual nutrition, mindful eating, protein smoothie, vomiting on glp-1s



## This theme is growing within the Zone of Innovation, making it ripe for targeting product and marketing developments.

Rethinking Traditional Mealtimes is best represented by the topic "frequent small meals".

Rethinking Traditional Mealtimes in the context of Food and Beverage for GLP-1 users is currently relevant to **126.2M** consumers and is anticipated to grow by **5.4%** in the next 12-24 months.



# Scientific Food Planning

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Food and Beverage for GLP-1 users = taking a scientific, data-driven approach to stay health and on track during weight loss.



# Food and Beverage for GLP-1 users = taking a scientific, data-driven approach to stay health and on track during weight loss.

### CORE BELIEF

- **Consumers believe that** GLP-1 drugs haven't freed them from dieting behaviors but have upgraded them, replacing old-school restriction with a smarter, tech- and data-driven way to manage food and nutrient intake. They believe taking a quantitative, scientific approach to eating is the safest way to stay healthy and keep their weight-loss goals on track while taking GLP-1s.

### MANIFESTATIONS

- **Consumers discuss measuring proportions and weighing food on a kitchen scale to avoid overeating or triggering nausea while on GLP-1s.** E.g. They say weighing out protein or snacks (e.g. chicken breast, cheese cubes) prevents accidentally eating too many calories, and they're interested in smart kitchen scales from Etekcity that store meal info for easier tracking.

- **At the same time, they worry that GLP-1 appetite suppression makes it easier to *undereat*, so they say food logging apps make it easier to ensure they hit their macro goals consistently.** E.g. They chat about apps like MyFitnessPal to log meals to meet protein and fiber targets, or MyNetDiary which offers reminders to encourage regular meals and logging.
- **They're curious about tech that makes it easier to find specific nutrient info on foods they buy, taking the guesswork out of staying healthy while still losing weight.** E.g. They chat about barcode scanning apps like Sifter that instantly tells them if a snack or drink is appropriate for their diet. Others learn about online grocery stores (e.g. Thrive Market) that offer GLP-1-safe filters to easily identify GLP-1 appropriate foods.

# Food and Beverage for GLP-1 users = taking a scientific, data-driven approach to stay health and on track during weight loss.

## Conversation Topics Decoded

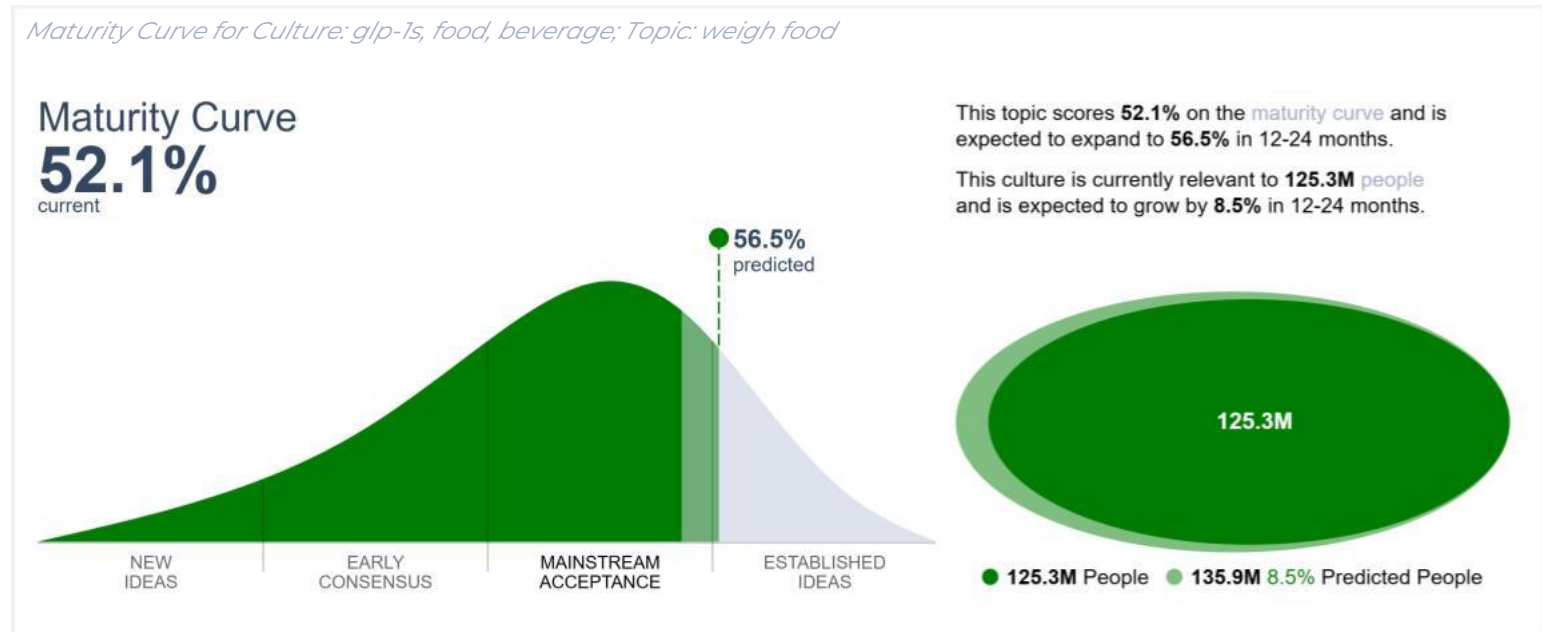
food portions, other macros, protein target, protein per meal, weighing ingredients, portion of food, tracking calories, dropped 20lbs, food scanner, satiety signals, choosing foods, mynetdiary app, app like myfitnesspal, plenty of protein, needs nutrition



# Interest in Scientific Food Planning is projected to show the largest short-term growth of all the themes studied.

Scientific Food Planning is best represented by the topic "weigh food". When consumers use the topic "weigh food" they refer to consumers' desire to more accurately track their food and nutrient intake while on GLP-1s.

Scientific Food Planning in the context of Food and Beverage for GLP-1 users is currently relevant to **125.3M** consumers and is anticipated to **grow by 8.5% in the next 12-24 months.**



# Forced Moderation for Alcohol

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Food and Beverage for GLP-1 users = embracing moderation around alcohol while on GLP-1s.



# Food and Beverage for GLP-1 users = embracing moderation around alcohol while on GLP-1s.

## CORE BELIEF

- **Consumers believe that** even though alcohol moderation is healthy for both body and mind, it rarely feels achievable on willpower alone. They believe that GLP-1 drugs act as a built-in ally, naturally reducing cravings, lowering tolerance, and pushing them toward a more intentional, health-protective relationship with drinking.

## MANIFESTATIONS

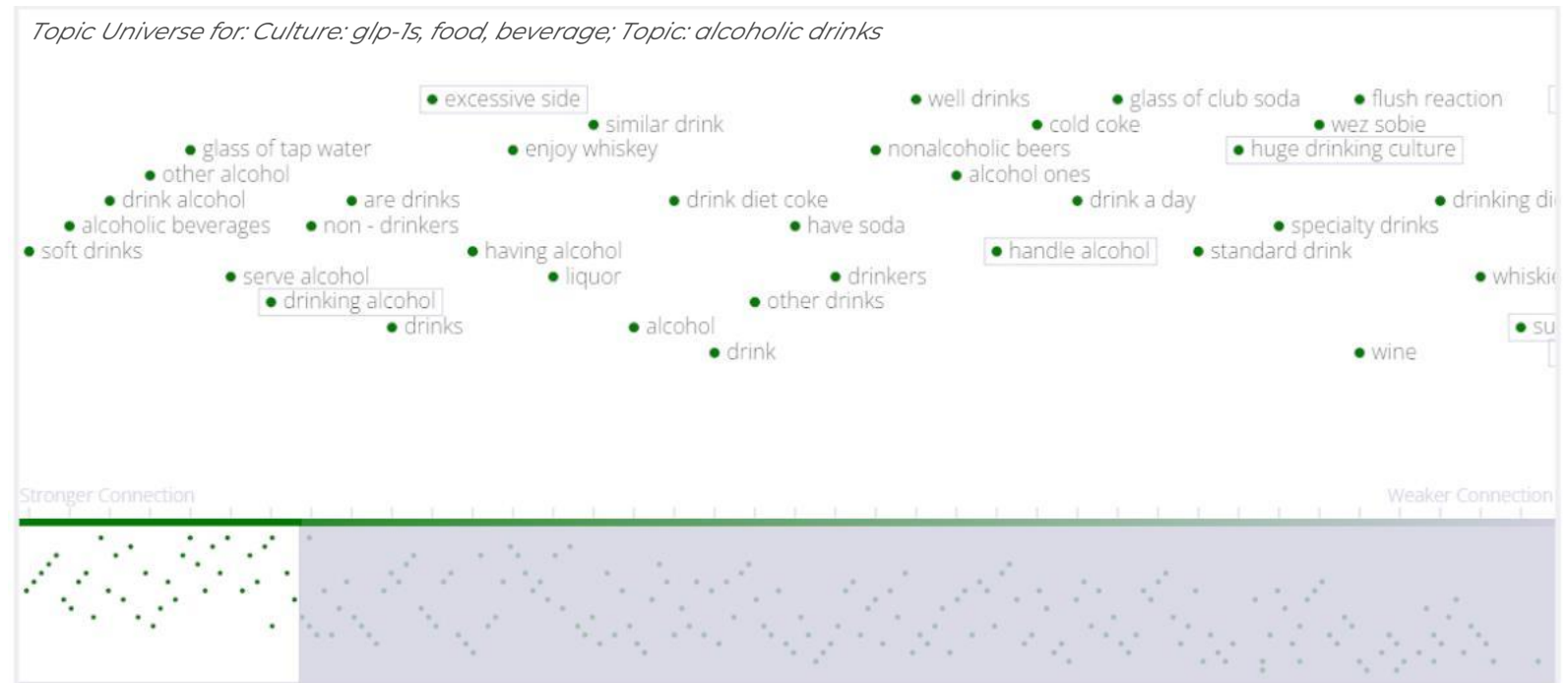
- **Consumers say alcohol doesn't feel worth it anymore since it triggers uncomfortable side effects of GLP-1s like nausea and headaches.** E.g. They chat about opting for non-alcohol beverages like flavored seltzer at home (Spindrifts) or a mocktail at a bar to avoid feeling sick or uncomfortable. Others say they need to sip a glass wine slowly or they end up puking.

- **They GLP-1 is reducing their cravings for alcohol and reducing their overall tolerance, making them rethink their drinking rituals.** E.g. Some say since starting tirzepatide, they have little desire for getting drunk with high-alcohol drink, so they're rethinking their nightly alcohol ritual, opting for a watered-down glass of whiskey or a low-ABV beer (e.g. Bell's light-hearted IPA).
- **Consumers are excited for the prospect that GLP-1s can treat alcohol addiction or dependency.** E.g. They read news saying that research shows GLP-1s may be effective at treating alcohol and drug addiction, with some even claiming that GLP-1s like Mounjaro have rewired their brain to reduce their compulsion to drink—an unexpected but welcome side effect of their weight loss journey.

# Food and Beverage for GLP-1 users = embracing moderation around alcohol while on GLP-1s.

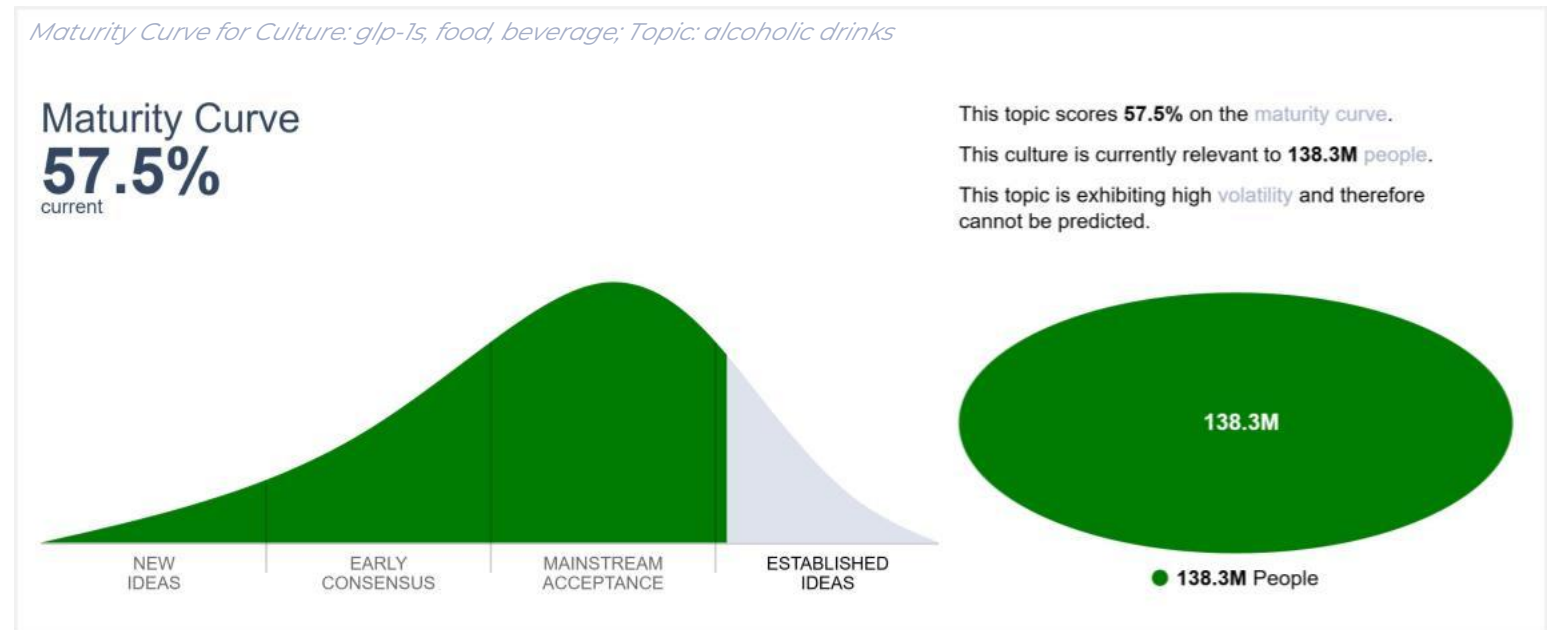
## Conversation Topics Decoded

excessive side, drinking alcohol, handle alcohol, huge drinking culture, history of alcohol, sugary drinks, non - alcoholic beverages, cocktail, amazing wine, taste of liquor, processes alcohol, tolerance for alcohol, carbonated beverages, non - alcoholic drinks, mocktails



# While this theme is relevant to many consumers, it is exhibiting volatility due to consumers' grappling with unexpected changes to their relationship with alcohol brought on by GLP-1 drugs.

Forced Moderation for Alcohol in the context of Food and Beverage for GLP-1 users is currently relevant to **138.3M** consumers. This topic is exhibiting high volatility and, as a result, its growth cannot be predicted. **This volatility is likely due to consumers struggling with the forced changes to their alcohol drinking habits driven by the drug side effects, reduced alcohol tolerance, and overall rewiring of their brain.** They think taking GLP-1s could be an opportunity to reevaluate their relationship with alcohol, though those who take the medicine for weight loss or other health concerns may express unease with their new forced moderation.



# Signal: Food FOMO

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Food and Beverage for GLP-1 users = struggling with the mental challenges of their dramatic new relationship with eating.



# Food and Beverage for GLP-1 users = struggling with the mental challenges of their dramatic new relationship with eating.

## CORE BELIEF

- **Consumers believe that** the mental and emotional challenges of having their food desires change so dramatically on GLP-1s can be harder to manage than the physical effects. Consumers believe that fears about food-related lifestyle changes make it difficult to stay committed long-term.

## MANIFESTATIONS

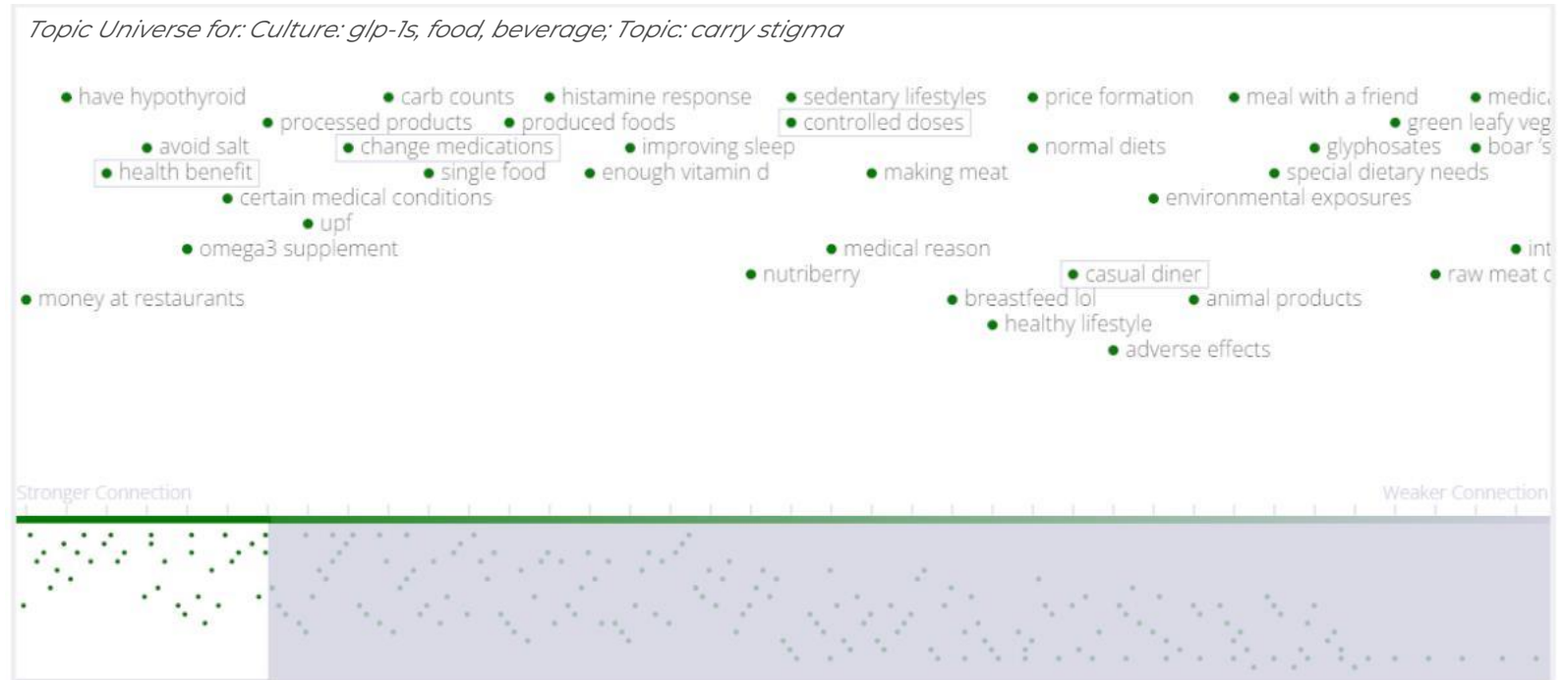
- **Consumers talk about how they may overeat in social contexts due to stigma about being on GLP-1 medication.** E.g. Some describe forcing themselves to nibble at a work lunch or accept a slice of birthday cake just to avoid the “Why aren’t you eating?” questions.

- **Some explore moderating or skipping dosages when on vacation or during the holidays so they can eat and drink like “normal.”** E.g. Some admit spacing out or temporarily lowering doses so they can gorge themselves at Thanksgiving or enjoy pasta and wine on an Italian vacation. Yet they feel guilty for treating GLP-1 like a flexible diet rather a medication.
- **They have serious FOMO when GLP-1 side effects or reduced appetite prevent them from partaking in social eating and drinking.** E.g. They explore ways to participate in social food gatherings (checking menus before going out, not eating during the day, opting for a mocktail) so they don’t miss out on the fun.
- **Some lament that they can no longer be a “foodie,” an armchair sommelier, or fun party host due to GLP-1 dietary changes.** E.g. They find it jarring to lose their old foodie habits (restaurant hopping, hosting BBQs), and this identity crisis sometimes makes them consider quitting GLP-1s.

# Food and Beverage for GLP-1 users = struggling with the mental challenges of their dramatic new relationship with eating.

## Conversation Topics Decoded

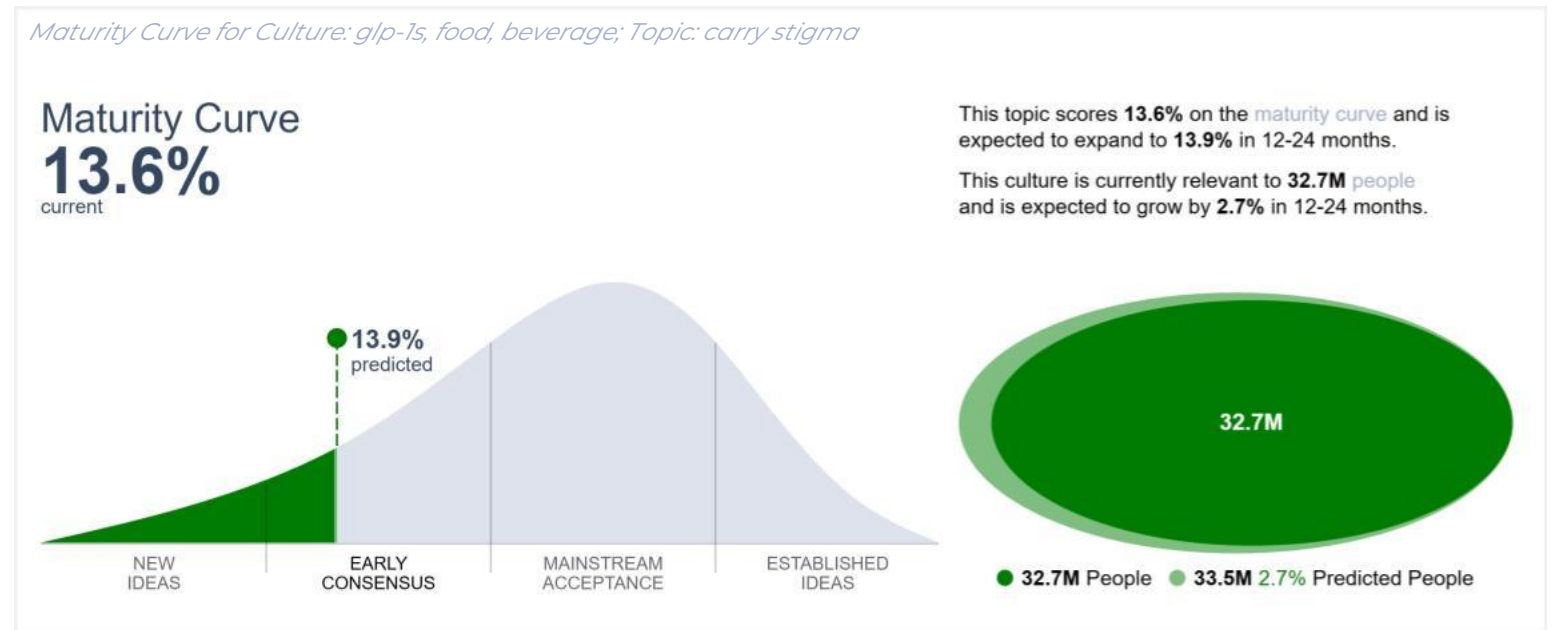
food cravings, health benefit, dose the day, effects of the meds, controlled doses, change medications, casual diner, drinking culture, processed junk food, glp1, overweight people, triggering someone, aid in weight loss, see weight loss, mindset around food, other glp-1 meds



# This theme is an early signal, meaning it is time to monitor consumer conversations as divergent meanings move toward a growing consensus.

Signal: Food FOMO is best represented by the topic "carry stigma". When consumers use the topic "carry stigma" they refer to the mental and emotional struggles of their dramatically new relationship with food while taking GLP-1 medications.

Signal: Food FOMO in the context of Food and Beverage for GLP-1 users is currently relevant to **32.7M** consumers and is anticipated to **grow by 2.7% in the next 12-24 months**.





# Zone of Innovation

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# Current & Future State: Where consumer conversations are heading



Legend: Volatile Growing

**HOW TO INTERPRET**

Through more than 200 benchmarking experiments, Lux Research has learned that the key time to launch a solution into market is when a demand space falls between 33% - 55% on the maturity curve. That is, it ideally falls in the mainstream acceptance stage of maturity.

When we look at demand spaces and their predictions through Lux Research, we recommend focusing on those opportunities that will fall into the zone of innovation in the future (through the prediction capability). This ensures that we prioritize those opportunities that will not only fall within the zone of innovation but also provide us the runway needed (time) to bring something powerful into market in a timely manner.

# Methodology

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## Using this Report

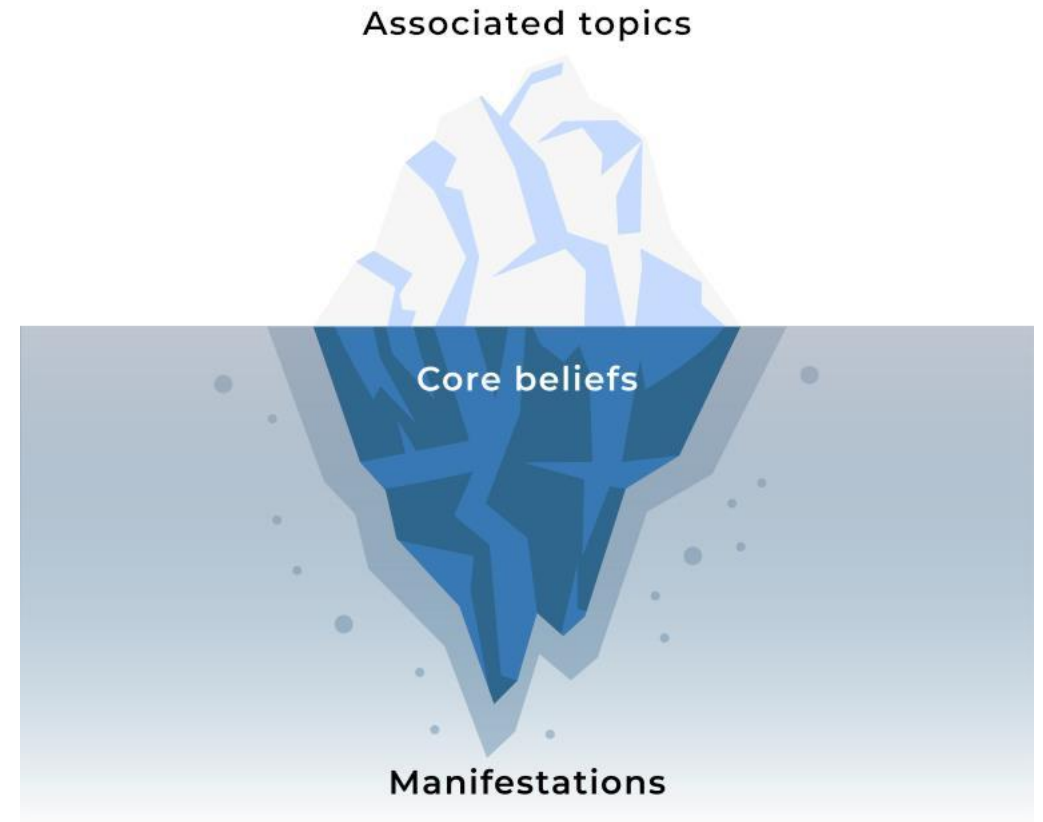
The question we examine in this report concerns the culture being established in consumer conversations. Our work is to decode meaning from the topics consumers associate to determine how they truly understand your subject.

At the top of the iceberg are those associated topics. They are helpful and provide guidance, but they reveal only about 30% of consumers' understanding.

The middle of the iceberg contains the dominant core beliefs that shape how consumers interpret the culture. The bottom of the iceberg houses the manifestations of those beliefs—the behaviors, opinions, and solutions consumers adopt.

Because manifestations shift frequently while core beliefs remain steady, strategies built on manifestations alone chase fleeting trends. Strategies grounded in core beliefs achieve consistency and clarity—both in execution and in how consumers perceive the brand. Yet core beliefs also require careful navigation; misalignment can collide with a belief system and damage a brand.

This is why Lux employs a deep anthropological model to study meaning within culture.



## How does it work?

Contextual Intelligence: The key to Lux's approach to Consumer Insights

*"We need to go beyond mentions to understand what people mean when they say things, because human-centric insight is at the root of all successful innovation." - Marisa Kopec, Lux Research President*

Lux's predictive anthropology—our proprietary method combining structural anthropology and big data—reveals and predicts how consumer beliefs evolve.

Unlike social listening, which tracks mentions, structural anthropology shows that meaning emerges from how people use language in context. Lux analyzes the relationships between words, ideas, and trends over time, mapping how meanings shift.

This deeper approach uncovers consumers' core beliefs around any topic or trend—going beyond surface-level analytics to deliver real foresight.

## THIS IS A BIG DATA ETHNOGRAPHIC ANALYSIS

This analysis is the result of Lux's algorithm studying consumer conversations and product reviews online.

**100,000+**

**TOPIC INSIGHTS**

Our predictive anthropology architecture and trained anthropologists have examined thousands of meanings consumers create around your topic to deliver deep ethnographic insights.

**20,000+**

**UNIQUE INDIVIDUALS**

Our predictive anthropology architecture has conducted an ethnographic analysis of thousands of individuals to quantify your search terms.



US Market examined  
November 2024 - October 2025



## Where our data comes from

Lux’s predictive anthropology decodes what topics truly mean to consumers—their symbolic and cultural significance, not just mentions. For example, chocolate cake isn’t only “cake”; it represents irresistibility, celebration, aesthetic expression, and being a crowd-pleaser.

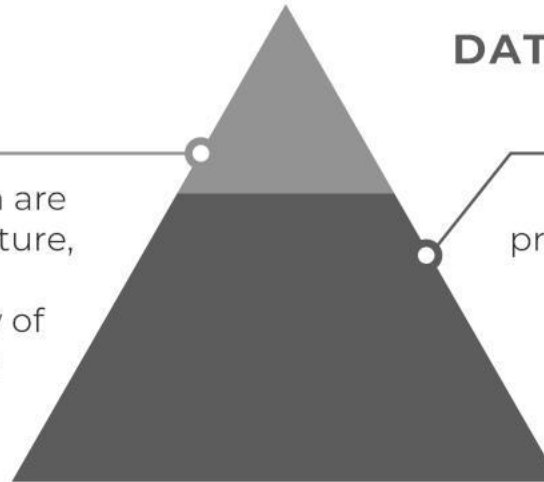
This decoding identifies the shared meanings that form themes, helping businesses understand how consumers relate to a topic—critical for innovation, messaging, and strategy.

### DATA FROM FACEBOOK, INSTAGRAM, TWITTER

Platforms like Facebook or Instagram are not only a tiny piece of the overall picture, they also enable short/low quality interactions and give a distorted view of culture. Which is why it doesn’t meet our quality criteria for big data ethnographic analysis.

### DATA FROM PRODUCT REVIEWS, NEWS, FORUMS, YOUTUBE, BLOGS, ETC.

In order to enable real ethnographic analysis, our predictive anthropology architecture scrapes consumer interactions on platforms that enable pseudonymity and long-form conversation. Platforms like forums, blogs, comments under YouTube videos, news sites etc. make up our data sources. They also account for 95% of the activity on the internet.



# ABOUT LUX

Our mission is to advise leaders about commercially viable science and technology to enable sustainable innovation. We deliver research and advisory services to inspire, illuminate, and ignite innovative thinking that reshapes and grows businesses. Using quality data derived from primary research, fact-based analysis, and opinions that challenge traditional thinking, our experts focus on finding truly disruptive innovations that are also realistic and make good business sense.

The “Lux Take” is trusted by innovation leaders around the world, many of whom seek our advice directly before placing a bet on a startup or partner — our clients rely on Lux insights to make decisions that generate fantastic business outcomes. We pride ourselves on taking a rigorous, scientific approach to avoid the hype and generate unique perspectives and insights that innovation leaders can’t live without.



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