



GLP-1 Medications:
Meeting Consumer Demand While Avoiding Liability

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Objectives



Understand what a GLP-1 agonist medication is, how they work, and what is driving the growth in prescriptions.



Understand nutrition considerations for GLP-1 medications.



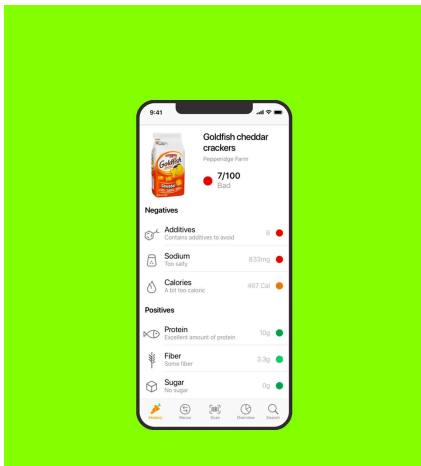
Review GLP-1 consumer spending behaviors.



Discuss innovation opportunities in the food industry that meet consumer demand while avoiding liability.

Current Nutrition Environment, Influence on Products and Claims.

Market Influence and Industry Opportunities



Food Scoring Apps

- Yuka
- Food Health
- Consumers are using to quickly assess



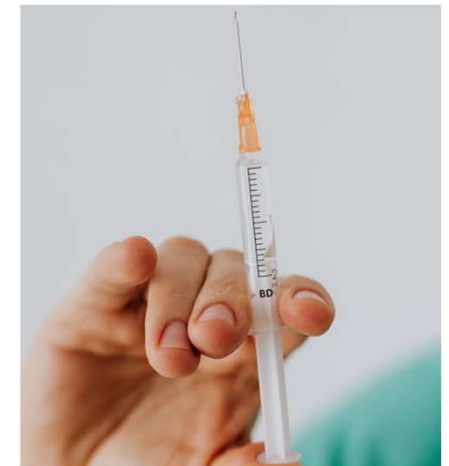
Dietary Guidelines for Americans

- Less refined grains
- Less added sugars
- More protein



Maxxing Mentality

- Fiber maxxing
- Protein maxxing



GLP-1 Medications

- Shifting habits with the rise of GLP-1 and other weight loss medications

Health of Americans, Rise of GLP-1 Medications.

What is a GLP-1 agonist?

Glucagon-like peptide-1 agonists are a class of medications developed to treat Type 2 diabetes but have also been found to support weight loss and reduce the risk of heart attack and stroke.

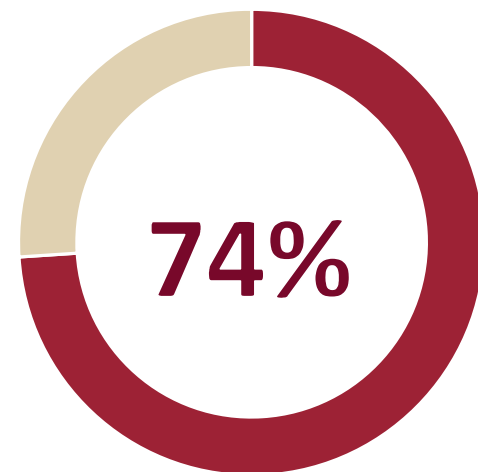


The Health of Americans

6 IN 10 ADULTS
are living with one or more
diet-related chronic diseases



Dietary Guidelines for Americans, 2020-2025



of American adults are
overweight (BMI 25-29.9) or
obese (BMI \geq 30)

Use of GLP-1s in America

Obesity rate in U.S. dropped to 37%, driven by increase in GLP-1 use.



12%

1 in 8 Americans
have used GLP-1s



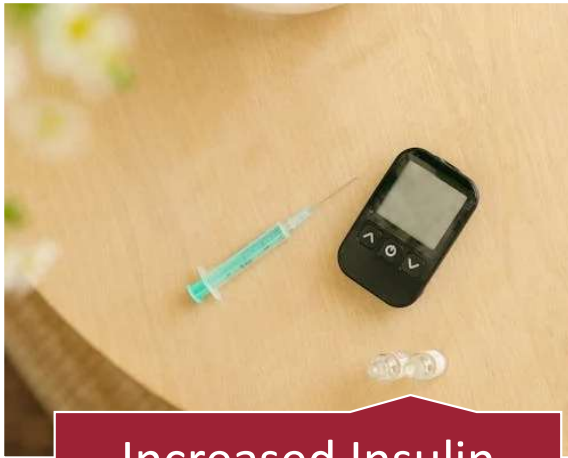
8%

Americans taking GLP-1s
with demand on the rise

“The No-Hunger Games: How GLP-1 Medication Adoption is Changing Consumer Food Demand (December 27, 2024)”. Cornell SC Johnson College of Business Research Paper, <http://dx.doi.org/10.2139/ssrn.5073929> <https://news.gallup.com/poll/696599/obesity-rate-declining.aspx>

**GLP-1 Medications:
How they work, nutrition
considerations.**

GLP-1 Medications: How They Work



Increased Insulin
Secretion



Delayed Gastric
Emptying



Increased Satiety

GLP-1s: work by improving blood sugar, slowing digestion, and curbing hunger.

GLP-1 Medications: Top 3 Nutrition Concerns



Muscle Loss

Lean mass declines with weight loss

30g protein
per meal



GI Tolerance

Slower digestion, N/V/D + constipation

Lower fat, smaller portions,
fiber + fluids



Micronutrient Gaps

Risk for vitamin/mineral shortfalls

Nutrient dense
foods

**Behavior changes:
Purchase preferences and
spending.**

GLP-1 Behavior Changes



Confused about what to eat



Unclear how to manage side effects



Frustration by focus on what NOT to eat



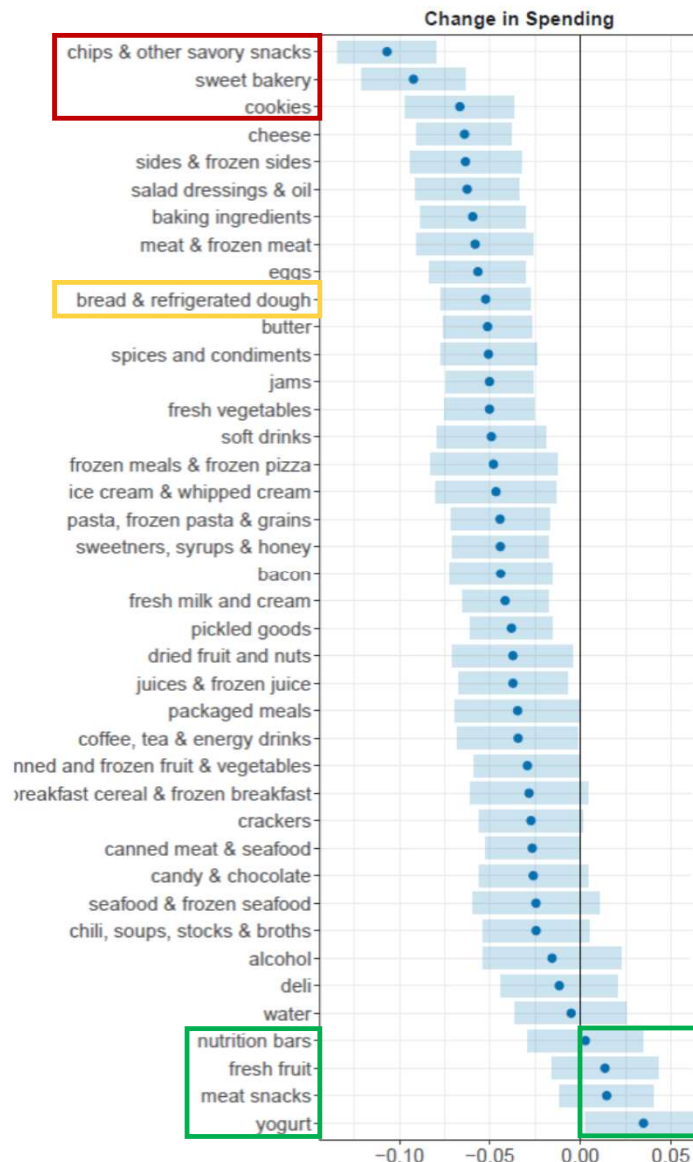
Difficulty adapting meals for family and social settings

While there is some initial confusion and frustration, most users experience a shift in eating patterns and spending. Per household, a **5.3%** decrease in grocery spending is seen within the first six months.*

*Households earning over \$125,000 annually reduce their grocery spending by **8.2%**

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Changes in Grocery Spending Six Months Post GLP-1 Adoption by Category



- Report shows category-level spending changes in the first six months following GLP-1 adoption for the 40 largest grocery categories.
 - Declines across the majority of product categories, including staples such as meat, eggs, vegetables, and bread, suggesting decreases in overall food volume.
 - Only four categories show estimated increases in spending: nutrition bars, fresh fruit, meat snacks (e.g., meat sticks), and yogurt.

GLP-1 Medications: The Ripple Effect



8% Decline in spending on food away from home

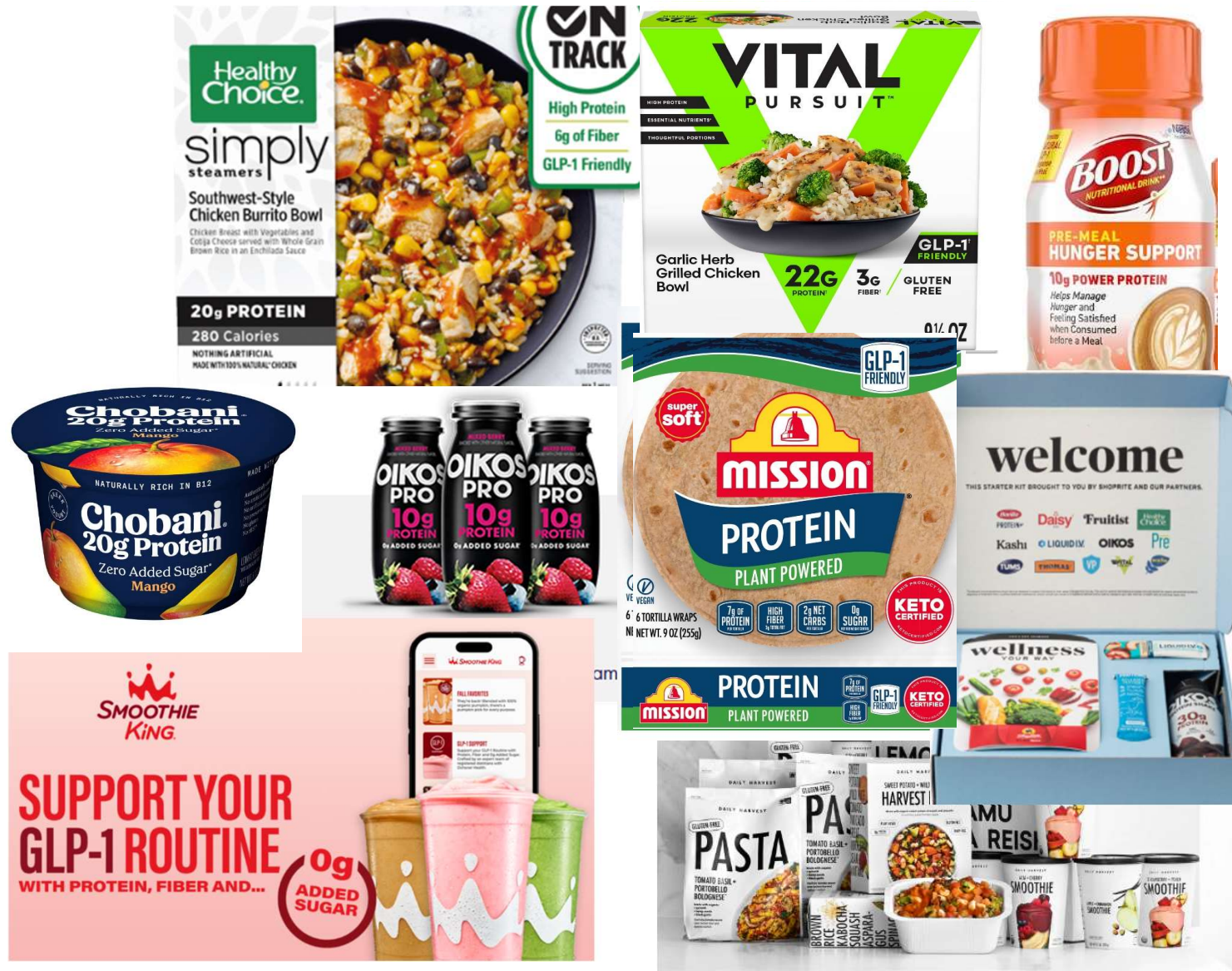
GLP-1 consumers don't just change what's on their plate, they create a domino effect.

- Cook differently for the family
- Family celebrations change
- Spending less on food away from home

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**Manufacturers have an
opportunity to adapt and
innovate their portfolios.**

Some companies are addressing the needs of GLP-1 users with new products and targeted claims.



**Formulate with Intention:
Opportunities to stay
ahead and avoid liability.**

Positioning Your Portfolio



Portfolio Optimization

ID SKUs that already meet GLP-1 consumer needs

- Portion size, protein, fiber, nutrient density

Update claims, packaging and messaging



Targeted Innovation

Smaller portions

- Packaging innovation
- Higher-protein + Fiber-forward formulations



Smart Claim Strategy

Partner early with regulatory, nutrition, and legal teams internally

Stay ahead of regulatory risks

Focus on clearly defined claims

Protein Claims

Statement
of Fact

Good
Source

Excellent
Source



10-19% DV

Synonyms include:
Contains and Provides

≥ 20% DV

Synonyms include:
High and Rich In

Requires Protein Digestibility Corrected Amino Acid Score (PDCAAS) 0-1

Nutrition Facts

6 Servings per container
Serving size 1 tortilla (43g)

Amount per serving
Calories 70

	% Daily Value*
Total Fat 3g	4%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 280mg	12%
Total Carbohydrate 16g	6%
Dietary Fiber 14g	50%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 7g	8%
Vitamin D 0mcg 0%	Calcium 80mg 6%
Iron 1.2mg 6%	Potassium 40mg 0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

7g protein x 0.57 PDCAAS = 3.99g protein/50g daily value = 8%

Fiber Forward Claims



Statement of Fact

Xg fiber per serving

Good (10-19%)/
Excellent Source (≤20% DV)

Requires fat disclosure

Net Carbs

Must show math

Whole Grains

Contains Xg, Made with, 3rd party



Nutrition Facts

8 servings per container
Serving Size 1 tortilla (40g)

Amount per serving

Calories **80**

% Daily Value*

Total Fat 4g	5%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 260mg	11%
Total Carbohydrate 14g	5%
Dietary Fiber 14g	50%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 5g	

Vit. D 0mcg 0% • Calcium 69mg 6%
 Iron 0.5mg 2% • Potassium 4mg 0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories

Sugar Claims

Statement of Fact

0g SUGARS

Sugar Free

- <0.5g sugars per RACC and per serving, no sugar ingredients, disclaimer if not low calorie



No Added Sugar

- No added sugars or no sugar added, disclaimer if not low calorie food

NO SUGAR ADDED**

**Not a calorie reduced food. See nutrition facts panel for sugar and calorie content.

Reduced Sugar

- Must contain at least 25% less sugars per RACC than a reference product



Nutrition Claims and Disclosure Statements

When nutrition claims are made, a Disclosure Statement is required for FDA products if one or more of the following nutrients exceed threshold levels for individual foods (per serving).

Total Fat
13g

Saturated
Fat 4g

Cholesterol
60mg

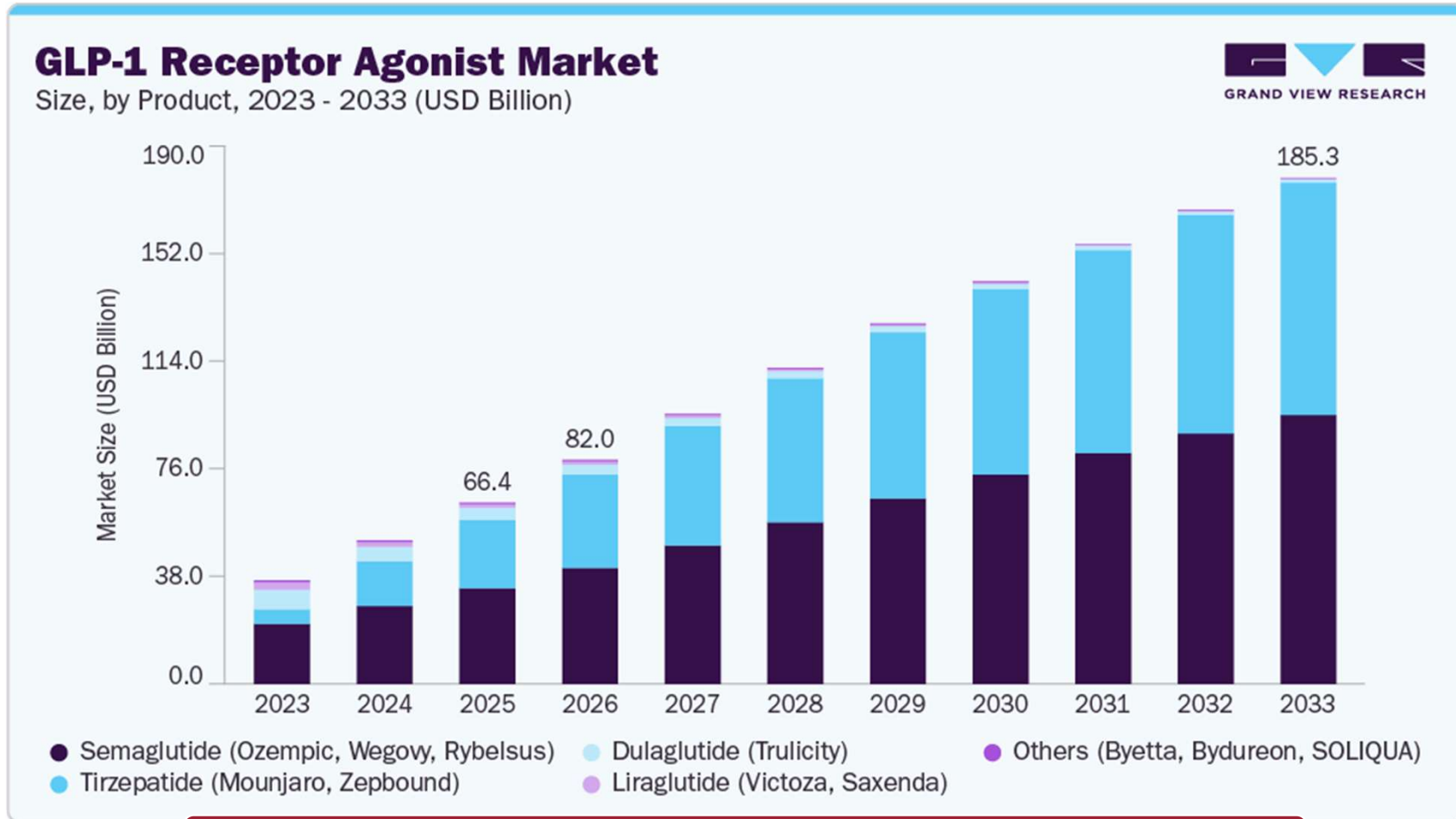
Sodium
480mg



*See nutrition info for fat, sat fat, and sodium content.

Future of GLP-1 Medications

GLP-1
use
expected
to rise



US sales exceeded \$66 billion in 2025, predicted to more than double by 2030

[GLP-1 Receptor Agonist Market](#)

Questions?

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