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CREATIVE INGREDIENT SOLUTIONS

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Are GLP-1s reshaping appetites?

WattsUp
Trend Watch Reports

GLP-1 weight-management medications have become one of the most talked about trends in food and beverage innovation. While adoption is growing, usage remains far from mainstream and many consumers discontinue treatment due to cost, accessibility, side effects or achieving their health goals. The message from market researchers remains consistent: plan, don't panic.

What is becoming clear is that GLP-1 users are changing how they shop and eat. Research shows users typically purchase fewer indulgent and impulse items, and place greater emphasis on foods that deliver nutritional value, satiety and functionality. Smaller portion sizes, high-protein products, fibre-rich foods and convenient nutrient-dense formats are increasingly favoured as consumers seek to maximise nutrition while managing a reduced appetite. This shift is reinforcing trends that were already gaining momentum across the broader market. Demand for protein, fibre, hydration, digestive health and metabolic wellness continues to grow, not only among GLP-1 users but also among consumers looking for proactive health solutions.

- In the US, 15% of people trying to lose or maintain weight use weight loss drugs like GLP-1s. (Mintel, 2026)
- GLP-1 users spent 5.3% less on grocery bills, with impulse-driven sweet snacks faring the worst. (US, 2024, Mintel)
- Morgan Stanley research found GLP-1 users reduce daily calorie intake by 20 - 30%, with largest reductions in high sugar high salt and high fat foods.
- High protein and high fibre both appeal to GLP-1 users, but only 1% of global food & beverage launches are claiming both. (Mintel, 2026)

TEXTURE | HEALTH & NUTRITION | COLOUR | FLAVOUR | & MORE

On the Menu



Bloom Juice Co, a GLP-1 friendly smoothie range that focuses on texture, balance and satisfaction, with higher protein and fibre content. (UK, 2026)



Blaze Pizza, 'Protein-zza', a GLP-1 friendly pizza featuring a cauli base to boost fibre and a large serve of chicken breast for protein. (USA, 2026)



Chipotle, GLP-1 friendly menu items that contain higher levels of protein and fibre. (USA, 2026)



Marley Spoon, GLP-1 Support Range. All items are protein-rich, fibre-rich, calorie-conscious and have low fat density. (AU, 2026)

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On the Shelf



Pure Genius, Mango Banana 20g Protein Shot + Fibre. Blends whey with collagen and prebiotic fibre to provide quality protein that also supports muscle health and gut health. (USA, 2026)



Marks & Spencers, Nutrient Dense Cauli Rice Prawn Paella. Formulated to help consumers hit fibre, vitamin & mineral RDAs, and 'pack in more nutrients per calorie'. (UK, 2026)



Winland Foods, Irresistable Pro-Gut Pasta. Made with resistant starch, a gut friendly ingredient that supports digestion. Highlights that with high protein and fibre it is GLP-1 friendly. (USA, 2026)



General Mills, Lemon Meringue Yoghurt. Positioned as a 'pro-fibre' snack, containing 0g added sugar, 10g fibre and 20g of protein. Said to be rich, flavourful and suitable for GLP-1 users. (USA, 2026)

Alongside the pharmaceutical boom, there is a growing wave of supplements and functional ingredients targeting the body's own satiety pathways, positioning around metabolic support, blood sugar balance and appetite control.

-The Food People, 2026.

MINTEL

tfp

Innovation is also emerging around naturally supporting the body's own GLP-1 response. For example, Rousselot's Nextida® GC has demonstrated the ability to increase GLP-1 secretion and reduce post-meal glucose spikes, highlighting growing interest in ingredients that support metabolic health beyond pharmaceutical interventions.

For food and beverage manufacturers in ANZ, the opportunity may not lie in developing products exclusively for GLP-1 users, at least not yet. Instead, brands should focus on delivering higher nutrient density, satiety, metabolic health support and functional wellness benefits in formats that align with evolving consumer priorities. As GLP-1 adoption grows, these attributes are likely to become increasingly important across the wider population, creating opportunities for brands that are prepared to adapt early.

HW Hawkins Watts Offerings

- Large portfolio of health & nutrition ingredients, including Nextida® GC, protein, fibres, pre/pro/postbiotics and other actives.
- Complementary flavours and colours.
- Texture solutions.
- Sweetening systems.
- And more...

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Please contact Hawkins Watts for more information

Australia
+61 3 9561 3710 sales@hawkinswatts.com.au

New Zealand
+64 9 622 2720 sales@hawkinswatts.com