

GLP-1 & the Future of Wellness:

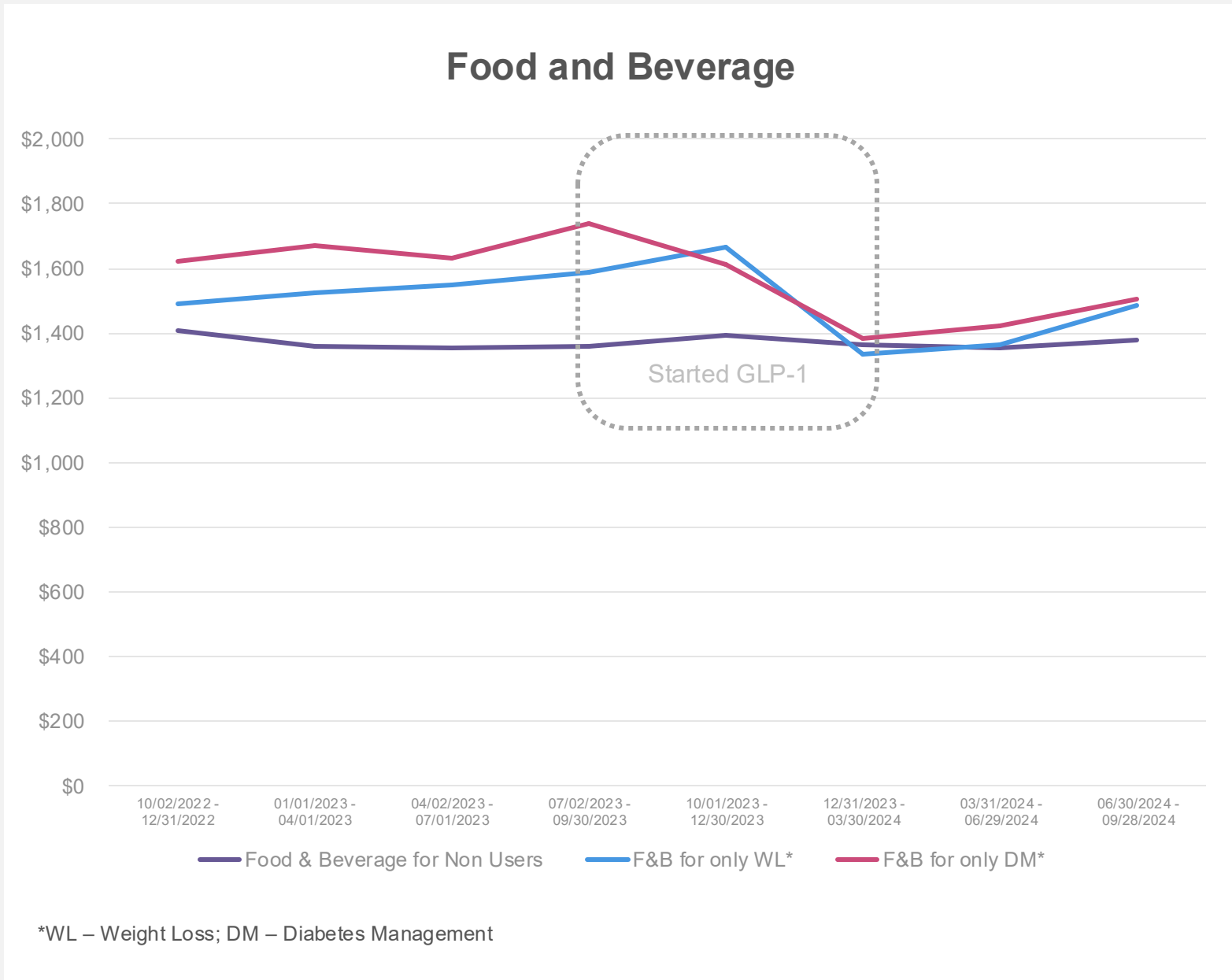
What Retailers & Manufacturers Need to Know

Section 1: What is GLP-1?

- **Definition:** GLP-1 (Glucagon-Like Peptide-1) is a hormone that regulates appetite, blood sugar, and metabolic function.
- **Why It Matters for Retailers:** Consumers on GLP-1 medications are changing purchasing behaviors, influencing demand for functional foods, supplements, and wellness products.

Section 2: The Impact on Consumer Behavior

- **Dietary Shifts:** Decreased appetite is altering grocery and supplement purchases.
- **Category Growth:** Increased interest in high-protein, nutrient-dense, and gut-friendly foods.
- **Retail Adaptation:** Brands must tailor offerings to align with changing health and wellness priorities.

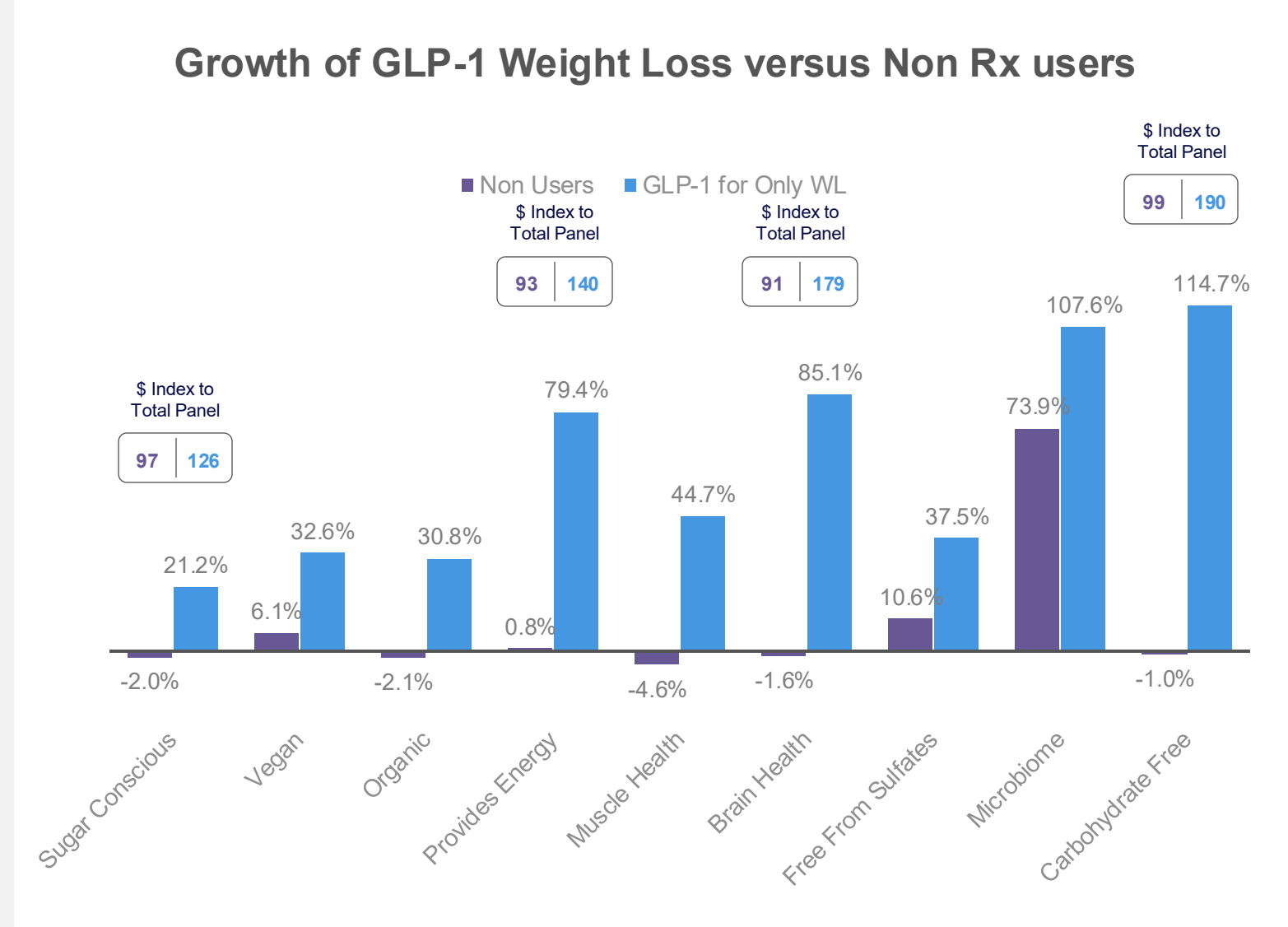


Section 3: GLP-1 & Key Wellness Trends

-  Rise of **functional foods** with clean labels, high protein, and added nutrients.
-  Growth in **alternative supplements** supporting gut health and metabolic function.
-  Demand for **convenience-driven wellness** (e.g., pre-portioned meals, protein-rich snacks)

Section 4: Opportunities for Retailers & Manufacturers

- **Product Innovation:** Reformulate or introduce new products that align with GLP-1 user preferences.
- **Merchandising Strategies:** Optimize store layouts to feature high-demand wellness products.
- **Education & Engagement:** Use digital content to educate consumers on GLP-1-friendly options.



Section 5: Looking Ahead – The Future of GLP-1 in Wellness



- **Long-Term Market Growth:** GLP-1 adoption is expected to increase, influencing the wellness industry.
- **Regulatory Watch:** FDA policies and ingredient transparency will shape product formulations.
- **Retail Adaptability:** Staying ahead of these shifts will be crucial for capturing the wellness consumer of 2025 and beyond.



Stay ahead of the GLP-1 wellness trend—align your products and strategies today!