

From Data to Strategy

GLP-1 Shopper Insights and Manufacturer Responses
Through Real-World Data

Chris Costagli
Vice President
NIQ

Steve Gongaware
Executive Vice President
MSA

The quest for *next*
Find your next growth opportunity



Our approach to tracking GLP-1 behavior

Survey segmentation

NIQ GLP-1 Survey Segmentation

Segment by treatment start date

- Started GLP-1 1-3 months ago
- Started GLP-1 4-6 months ago
- Started GLP-1 7-11 months ago

Segment by purpose

- GLP-1s for **diabetes only**
- GLP-1s for **weight-loss only**
- GLP-1s for **both diabetes and weight loss**

NIQ GLP-1 Survey

(Nov/Dec 2023)
(Feb/Mar 2024)
(Aug/Sept 2024)
(Jan/Feb 2025)

How we create differentiated offerings

Real world electronic medical records + panel data

Partnership with Management Science Associates

MSA measures electronic medical records using their multi-patented, HIPAA compliant, de-identification and matching technology. This EMR data, when paired with **NIQ’s consumer panel data**, provides insights into the specific buying behavior of individuals on GLP-1 drugs.

- **Category and brand specific behavior change** around diagnosis and therapy (pre-, during, and post)
- **Characteristic Impact Using NIQ Product Insight** – are consumer gravitating towards artificial sweeteners, sugar alcohols, sugar free?
- **Sales forecasting** of GLP-1 Impact on Market (e.g., category or brand)
- **Market Impact, fair share, and repeat rate** by disease and/or therapy & category

National consumer purchase panel data
~330K lives

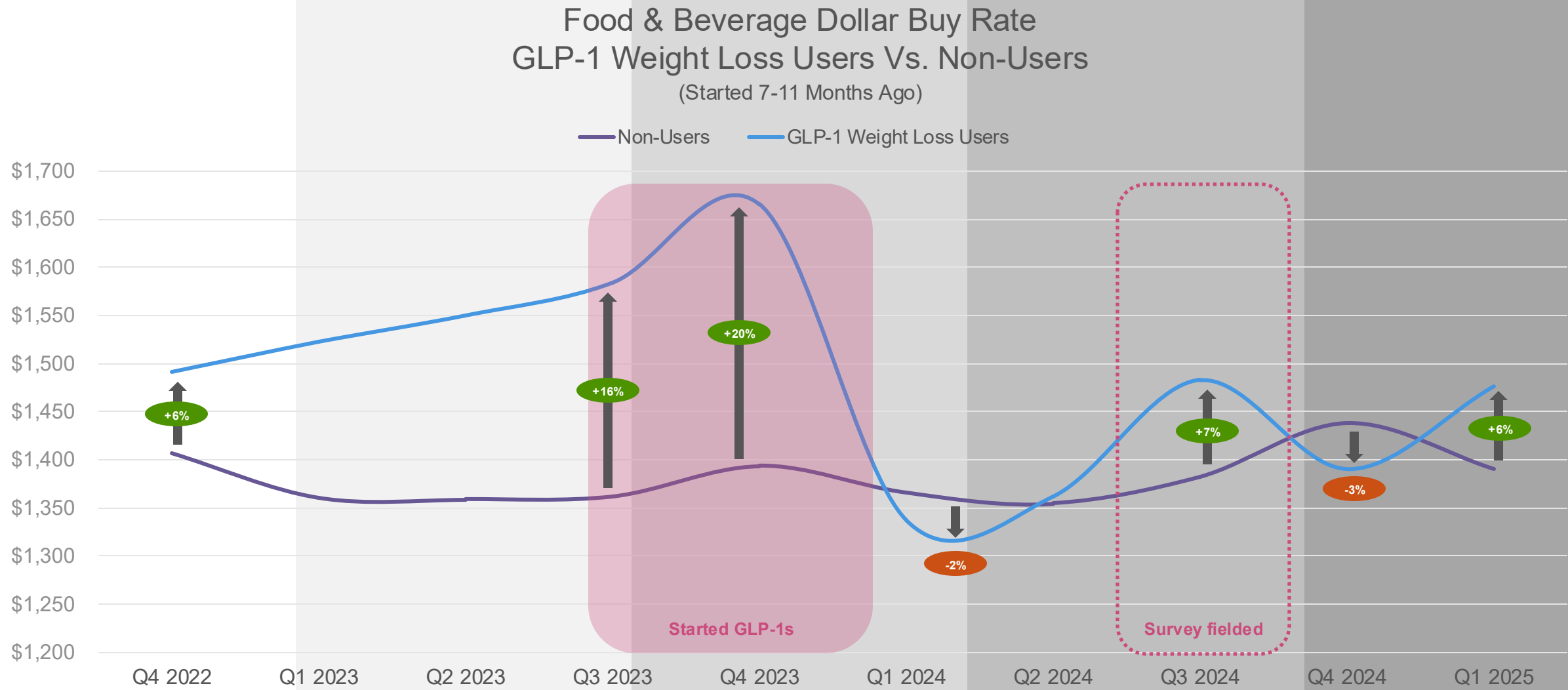
Electronic health records (e.g., GLP-1 Medications)
~80 million lives

GLP-1 usage is not black & white...

**Taking
GLP-1s**

**Not Taking
GLP-1s**

...it's a journey, with many shades of grey



Source: NIQ, Homescan GLP-1 Panel Survey (Aug/Sep 2024); Total US; Total Outlets; Food & Beverages; \$ per buyer; Quarterly periods

Meet today's panel



Chris Costagli
VP, F&B Insights Lead
NIQ



Stephen Gongaware
EVP, New Business Development
MSA



Maha Tahiri, Ph.D.
CEO and Founder
Nutrition Sustainability Strategies, LLC



Erick Flores
VP, Category Development &
Strategy – Haircare & Color
L'Oreal



Julia Wilkinson
Senior Director, Insights &
Analytics
Kellanova

GLP-1s are changing lives and creating the next frontier for brands

Consumer Focus: GLP-1 Users

~130M clinically indicated across the United States^

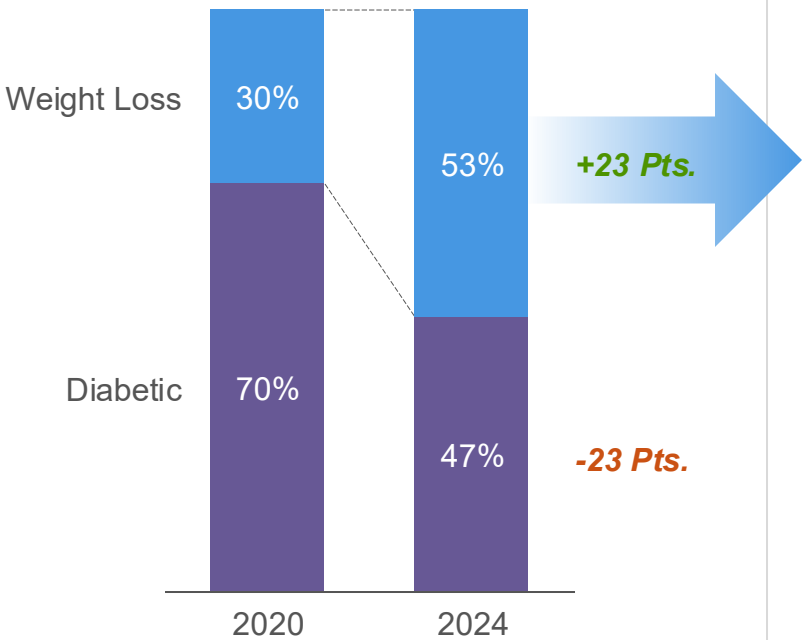
~100M
Obese

~45M
Over-Weight*

~35M
Type 2 Diabetic

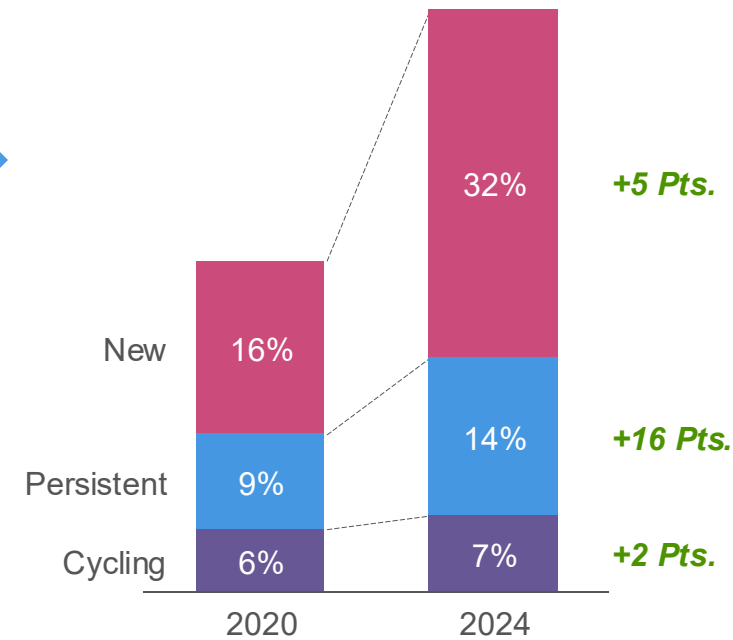
Medical records show weight loss is now the #1 reason for taking GLP-1s

% Patients Taking GLP-1s Based On Anonymized Medical Record Data



New weight loss GLP-1 users are driving adoption

% Weight Loss Patients Taking GLP-1s

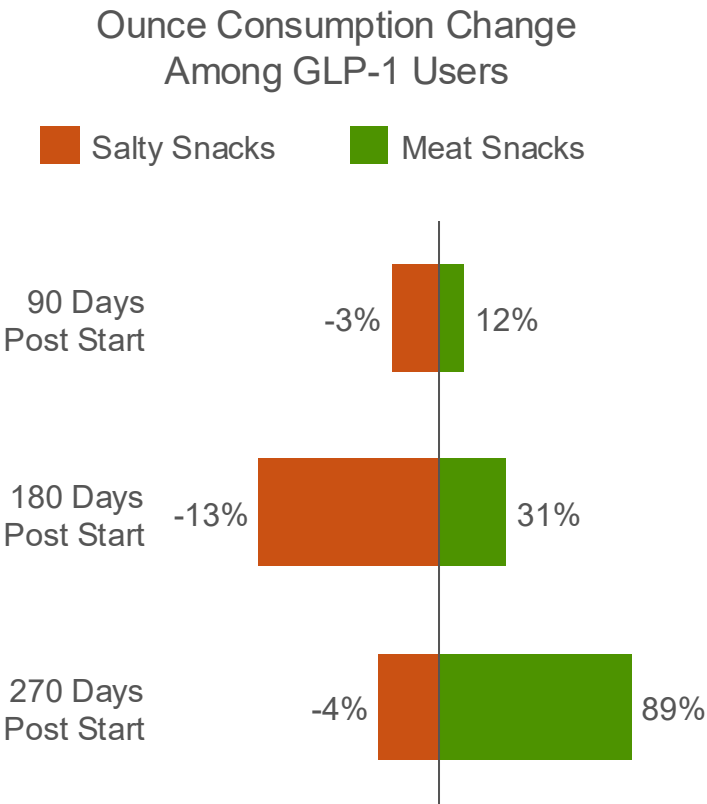


Left Source: Centers for Disease Control; Middle & Right Source: Management Science Associates, Inc.
Notes: *Over-weight with one or more comorbidities; ^Defined as over-weight/obese/diabetic
Right Chart: Sums may not equal totals in middle chart due to rounding

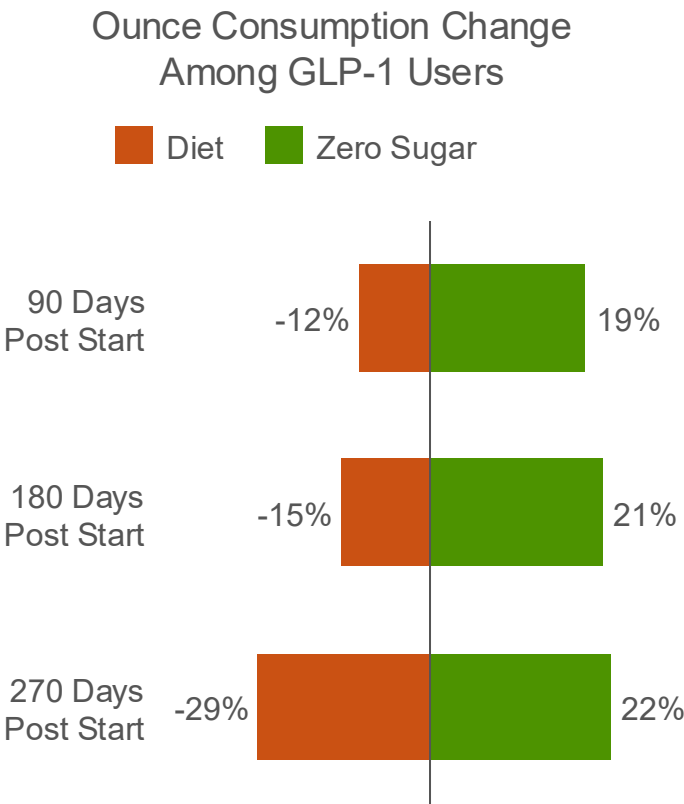
GLP-1s are reshaping decisions, where sales shrink, growth may be hiding in plain sight

Category Focus: GLP-1 Weight Loss Users^

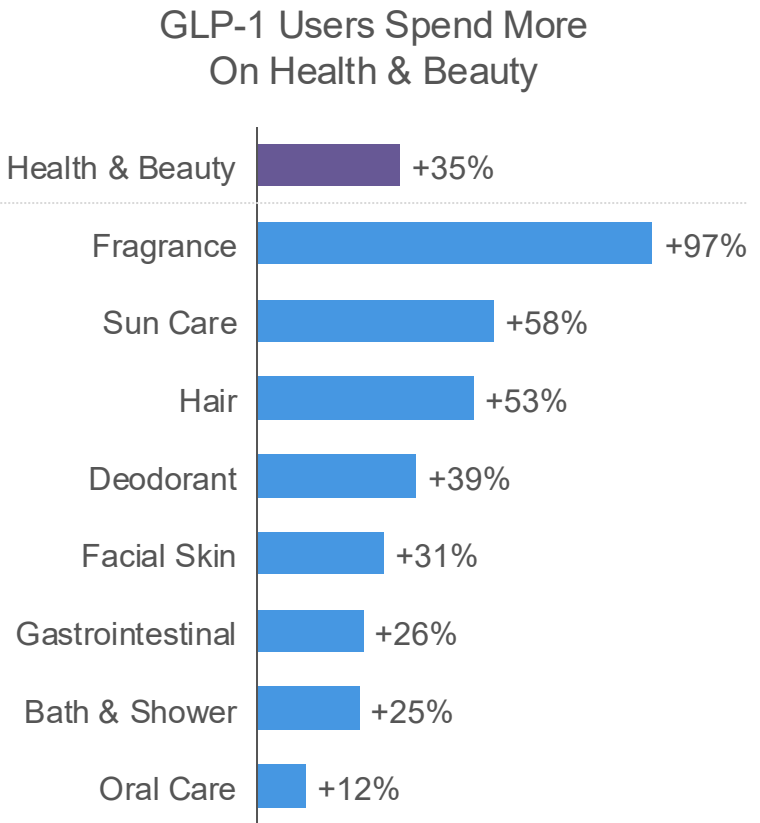
Consumption evolves during the GLP-1 user journey



27% drop in Low Calorie Soft Drink category consumption is not all loss



GLP-1 users spend over \$1,150 on Health & Beauty; 1.3X more than non-users



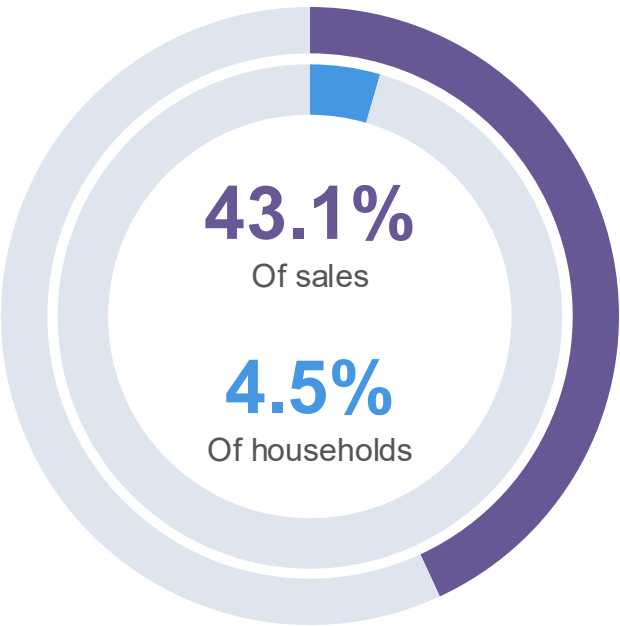
Left & Middle Source: Management Science Associates, Inc. & NIQ, Homescan Panel On Demand, Powered By Label Insights; Right Source: NIQ, Homescan GLP-1 Panel Survey (Aug/Sep 2024), Total US; Total Outlets, 52 Weeks Ending 9/28/2024
^Note: GLP-1 users are defined as only those using GLP-1 medications for weight loss, excludes those taking GLP-1s for Type 2 Diabetes only.
*Note: Low Calorie Soft Drink category is defined as Diet + Low Sugar.

GLP-1 users are redefining demand, driving outsized growth in the claims that matter most

Characteristic Focus: GLP-1 Weight Loss Users^

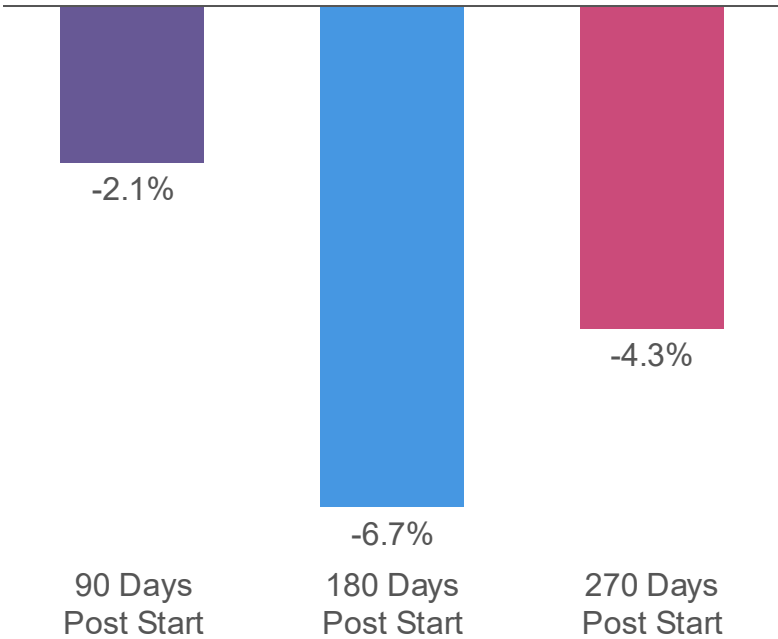
GLP-1 users over-contributed to the \$254.3M Muscle Health claim growth

GLP-1 User Contribution To Muscle Health Claim Sales Growth



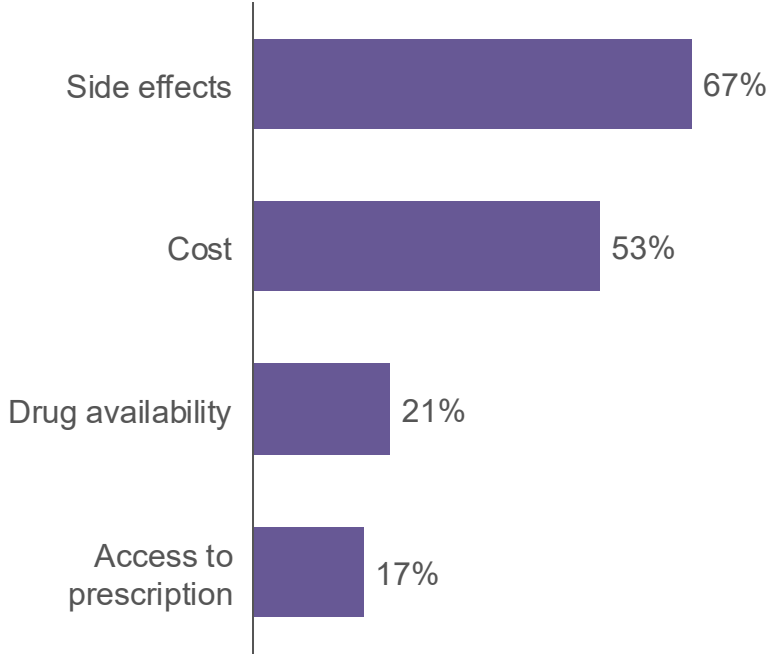
Ultra Processed consumption falls, but GLP-1 users have 1.2X more at day 270

Ultra Processed Ounce Consumption Change Among GLP-1 Users



Malnutrition risk fuels potential side effects for GLP-1 users

Leading Barriers To Using Anti-Obesity Medication



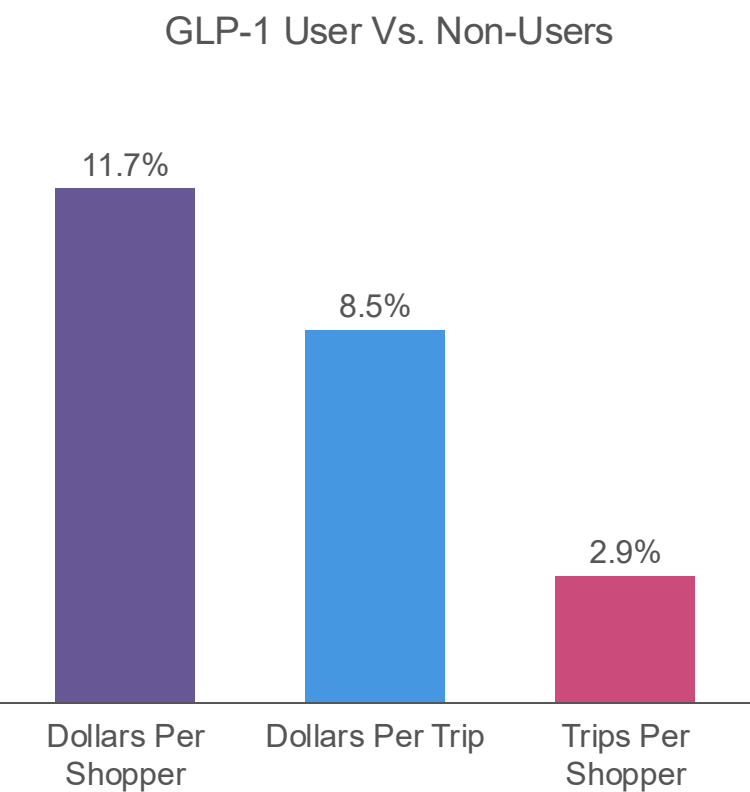
Left Source: NIQ, Homescan Panel On Demand, Powered By Label Insights, Total Panel, Total Outlet, P1 = 3/5/2023-3/2/2024, P2 = 3/3/2024-3/1/2025; Middle Source: Management Science Associates, Inc. & NIQ, Homescan Panel On Demand, Powered By Label Insights; Right Source: NIQ, Global Health & Wellness Survey, May 2025 Release, n=1,000

^Note: GLP-1 users are defined as only those using GLP-1 medications for weight loss, excludes those taking GLP-1s for Type 2 Diabetes only.

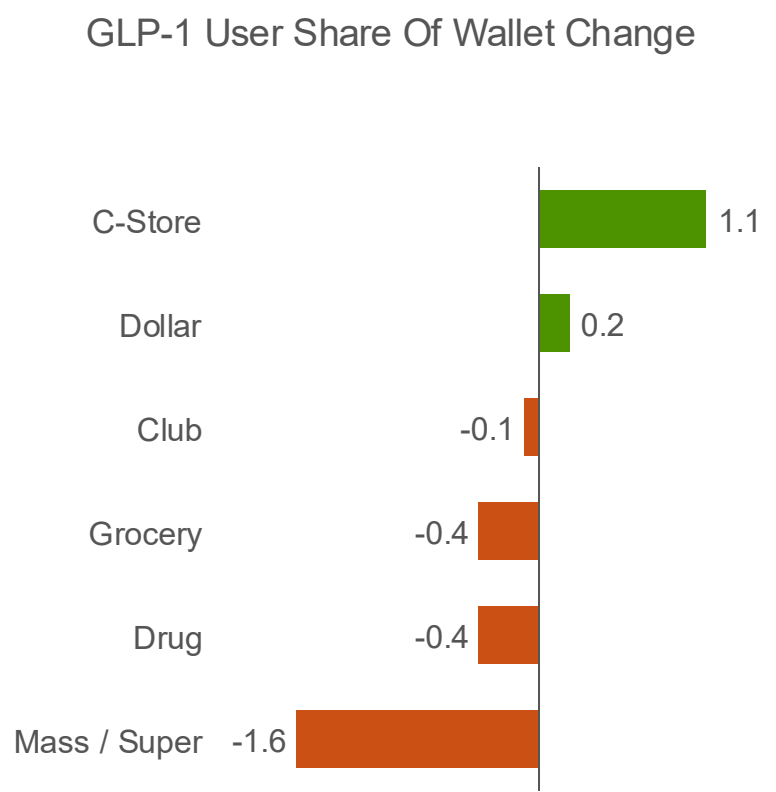
Channel dynamics are shifting, and not all channels are keeping up

Channel Focus: GLP-1 Weight Loss Users^

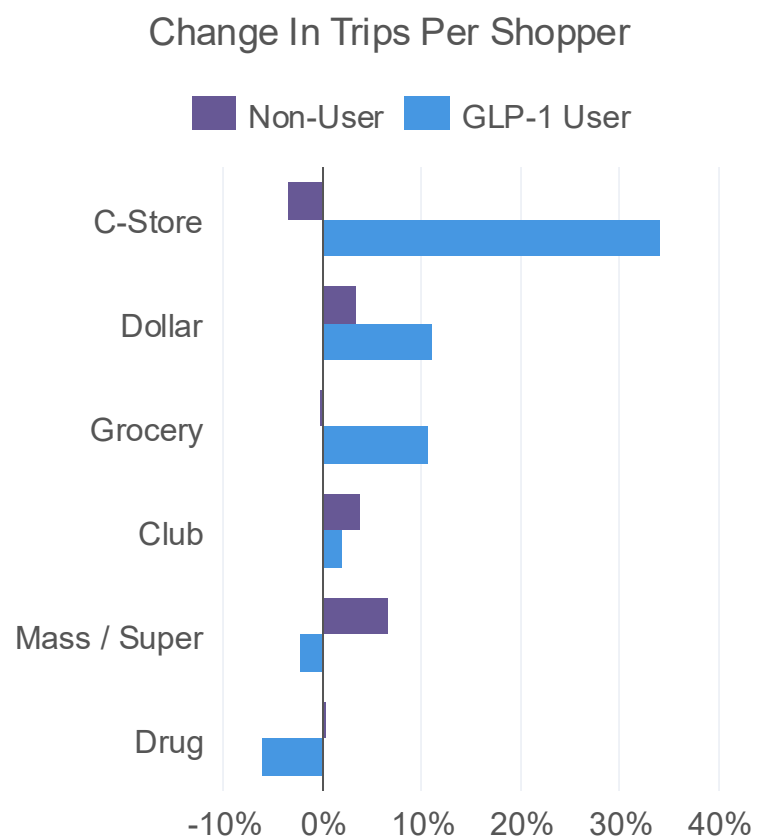
Greater spend, more frequent trips make GLP-1 using shoppers valuable



C-store and Dollar are winning a greater share of GLP-1 user spending



GLP-1 users make 7.7% more trips than non-users



Left Source: NIQ, Homescan GLP-1 Panel Survey (Aug/Sep 2024), Total US, Total Outlets, Total Store – All Departments, 52 Weeks Ending 9/28/24
^Note: GLP-1 users are defined as only those using GLP-1 medications for weight loss, excludes those taking GLP-1s for Type 2 Diabetes only.

Thank you for attending

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Manufacturer Responses Through Real-World Data



Access a
GLP-1 trends report
&
learn more about the
*NIQ + MSA
partnership!*



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