

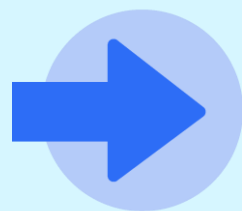
Beyond the Label

Idea sparkers to reach & support people living with Obesity

Key Takeaways

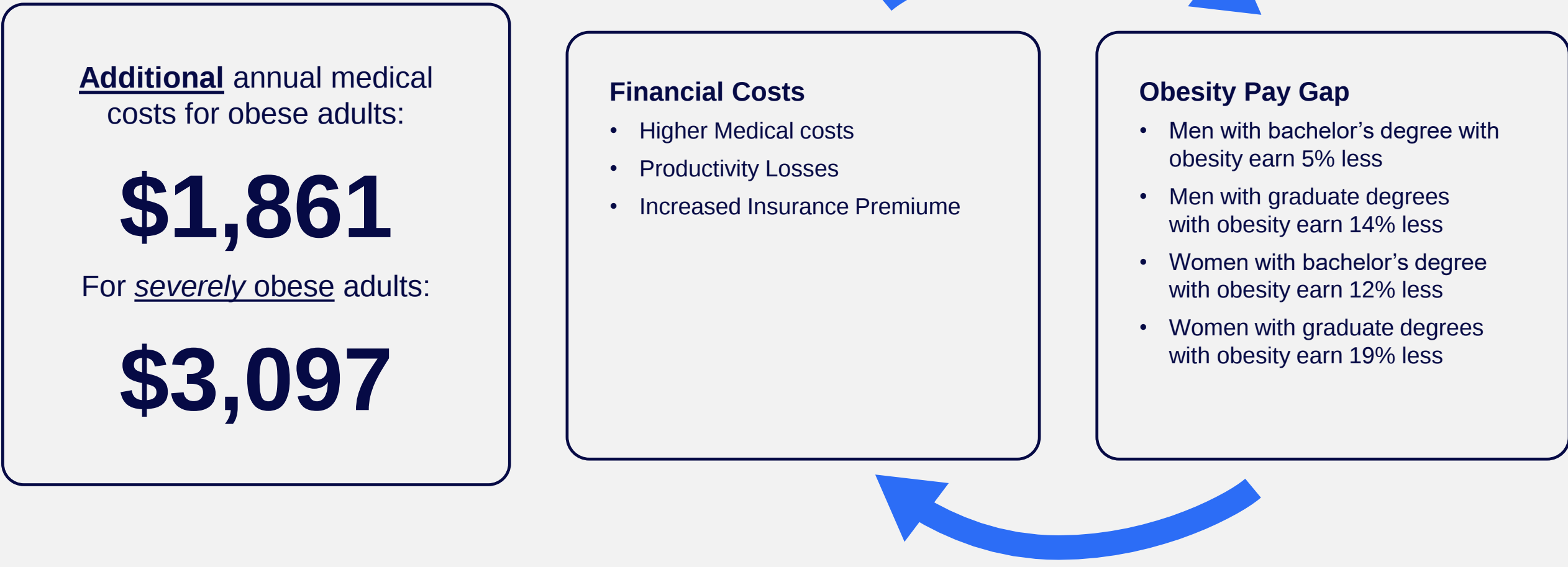
- 24% of OTC&H dollars come from this group
- Most times, addressing obesity allows for lower healthcare costs and a more productive life, increasing income and shifting spending patterns
- Any strategy towards this group (and any for that matter) should be crafted with carefulness to avoid stigmatization
- Product Assortment and Innovation can be better tailored to this group's needs
- Online shopping is a refuge and can be an important tool to get the products that address needs adequately

Spending potential could be higher



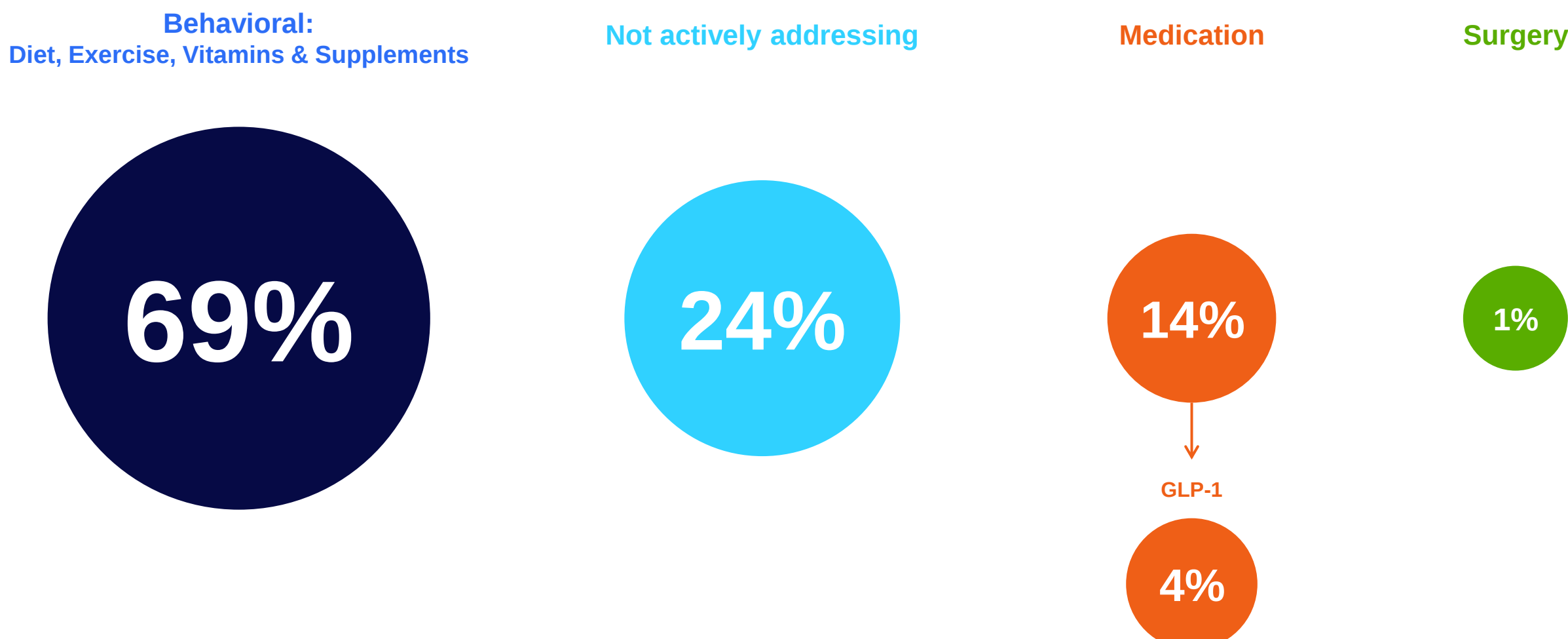
Most times, shoppers living with obesity face the challenge of higher financial costs and a pay gap. Helping to address issues, if needed, can unlock other need states

Constricted budget

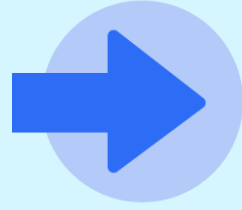


Majority is doing what they can

There are 4 main approaches to obesity, these choices are diverse – as the way to talk to these shoppers should be



Any approach towards obesity unlocks growth for FMCG



Stronger disruption in OTC & Personal Care products when consumers undergo treatment with GLP.

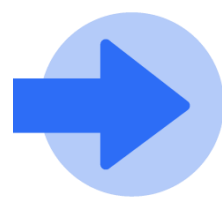
How does the focus group differ in spending in comparison to the general population?

Yearly Dollars Per Buyer as % of General Population

	Top Priorities	Bottom priorities	Total Panel	Yearly Spend All FMCG
Lifestyle Changes	Produce, Deli, Meat	Tobacco, Alcohol, Bakery	Obesity & Lifestyle changes	\$16,402
Accepting	Other HBC (Deodorant, incontinence and Combo packs, Travel sets), Gen Merch, Frozen	Alcohol, Beauty, Baby Care	Obesity: Accepting	\$16,582
Any medication	Floral, Frozen, Other HBC	Tobacco, Alcohol, Sea Food	Obesity & Any Medication	\$16,241
GLP-1 for Obesity	Tobacco, Other HBC, OTC & Health	Baby Care, Alcohol, Produce	GLP-1 for Obesity	\$16,974
				\$18,537

We know GLP users tend to reduce smoking. This datapoint says users are at a higher spend in comparison to general population, this is not about changed behavior versus year ago. If you have more questions, reach out to your NIQ representative!

Use market research to hit the right notes



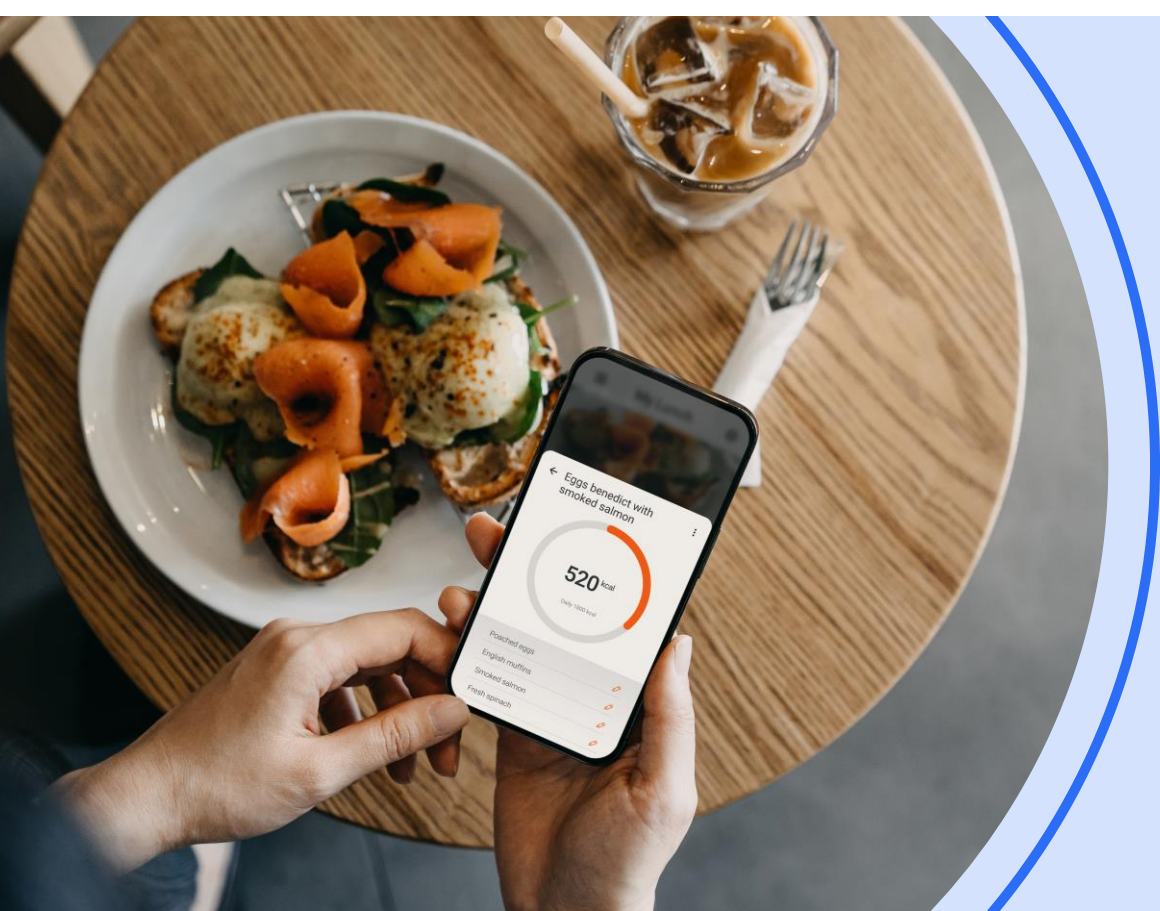
Shoppers living with obesity often have several complaints about marketing directed at them. Here are some common issues:

1. Stigmatizing and Insensitive Messaging

Lack of Representation

Overemphasis on Weight Loss

Product Accessibility and Affordability



NIQ Homescan | Health Shopper Survey 2024 | WE 08/31/2024 | Total Store Category Buy Rate %
NIQ Omnishopper | Health Shopper Survey 2024 | WE 08/31/2024 | Total Store
Many other sources used – reach out for the complete list

Connect with us today!



Craving more? Our NIQ team will provide you with **OTC** insights specific to your brand's unique needs.

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