

GLP-1: THE GAME CHANGER FOR THE FOOD INDUSTRY?



GLP-1 medications are revolutionising diabetes management and weight loss, creating significant opportunities for the agri-food industry, particularly regarding protein consumption.



Why This Study is Crucial

Trending Topic: the rapid rise in the use of GLP-1 drugs makes this study particularly timely. Our expert insights provide an in-depth understanding of this new trend and show how GLP-1 is influencing consumer behaviour

New Market Opportunities for protein and dairy products tailored specifically to the needs of GLP-1 users

Competitive Edge: this study will provide actionable insights and **strategic recommendations** on this emerging trend and its influence on consumer behaviour, enabling you to position your business strategically in this market.

Content of the Study

Overview of GLP-1 hormone functions: the role of GLP-1 in the body, its initial applications in diabetes management and its subsequent adaptation for weight loss

Overview of current GLP-1 drugs: comprehensive analysis of existing GLP-1 drugs, detailing their origins, manufacturers, dosages, administration methods, and regulatory approvals worldwide

US market analysis: estimate the current demand for GLP-1 treatments and forecast future trends in the US. Figures suggest that 8% of the United States population has already consumed GLP-1!

Impact on retail and foodservice sales: present initial observations of the impact of GLP-1 treatments on retail and foodservice sales in the US, along with a specific analysis of the development of "GLP-1 Companion Products", identifying existing brands and product types already in the US market

Protein supplementation needs: estimate the necessary protein supplementation requirements, provide insights into the most used protein types and forecast future needs

GLP-1 companion products and supplements: identify existing brands and product categories already available in the US market

Conclusion: Assessment of the trend's longevity, future drug generations, and possible impacts in other potential markets where GLP-1 drugs are, or would, be approved and have the same success as in the US.



Methodology

Three complementary approaches:

Internal expertise and an in-house database on the food and ingredients markets developed over more than 50 years

Expert Interviews to gather valuable insights from industry experts and key opinion leaders

Analysis of documentation from press articles, market reports, scientific publications and public official statistics regarding household income and health conditions.

Deliverables

Comprehensive Report: Detailed findings and analysis

Executive Summary: Key insights and recommendations

Data Visualisation: Charts and graphs for clear comprehension

Actionable Insights: Strategic recommendations for agri-food businesses.

Price

5,000 EUR (*an exclusive offer is available to Gira Club Members on request*)

Contact Mylène Potier
to discuss further at
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This study isn't just about understanding how GLP-1 treatments are shaping the agri-food industry...it's about empowering your company so you can position your business at the forefront of emerging market opportunities.