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IFF unveils game-changing outlook on GLP-1 consumers

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IFF, a global leader in food, beverage, and health and wellness, has released a new report highlighting how the rapidly growing GLP-1 consumer market is reshaping the sensory experience and nutritional needs associated with eating and drinking. The report outlines how food and beverage manufacturers can better support this emerging consumer segment with products that align with their evolving preferences. â??

â??IFF is empowering our customers to lead the next wave of food and beverage innovations beyond traditional formulations, including helping GLP-1 consumers have choices they desire,â?• said Erik Fyrwald, IFF CEO. â??We aim to bring back the joy of eating and drinking by offering more healthy, great-tasting nutrition choices for all consumer segments, including GLP-1 users.â?•

Despite the rapid rise in GLP-1 medication use, most food and beverage products fall short of meeting the needs of these consumers or aligning with how they now experience food. IFF has identified a disconnect on three key levels:

Nutritional: GLP-1 users are eating less but require more from every bite and sip. They need nutrient-dense, smaller portions that efficiently deliver protein, fibre and hydrationâ??without overwhelming flavours.

Sensory: Eighty-five per cent of GLP-1 consumers report significant changes in their food and beverage preferences. Common aversions include fatty foods, sweets, deli meats, coffee and alcohol. Dry, sticky or dense textures are also frequently rejected.

Emotional: Many consumers are navigating a changed relationship with foodâ??one that may involve a sense of loss, social disruption and a search for new meaning in nourishment.