

Danone aims at \$GLP-1 Market with muscle-building yogurt drink

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The product targets the roughly 10 per cent of U.S. adults who have used or are currently using GLP-1 drugs — a segment the company calls a “one-of-a-kind opportunity” for innovation in the yogurt category. Data from the American College of Lifestyle Medicine shows that as much as 20 per cent of weight lost on GLP-1 medications can be muscle mass.

Oikos Fusion contains a patented blend of whey, leucine, and vitamin D formulated to support muscle synthesis, digestive health, and overall wellness. The formula is based on research showing that 2–3 grams of leucine, combined with complete protein and vitamin D, can stimulate muscle-building processes when paired with a balanced diet and exercise.

“GLP-1 is the center of the bullseye for this proposition,” said Rafael Acevedo, President of Yogurt at Danone North America. “Oikos Fusion builds on Oikos’ strong performance while addressing the evolving nutritional needs of consumers.”

The launch follows a year of R&D and adds to Danone’s expanding functional nutrition portfolio, alongside brands like Activia and Light + Fit. It also reflects broader consumer trends toward smaller, nutrient-dense portions as appetite-suppressing medications reshape eating habits.