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IFF Report Finds GLP-1 Reshaping Food Choices and Eating Behaviors among Indian Consumers

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The study is the latest in IFFâ??s GLP-1 global consumer insights following the companyâ??s 2025 GLP-1 Consumer Opportunity Outlook



IFF, a global leader in flavors, fragrances, food ingredients and health and biosciences, released new research examining how GLP-1 use is influencing food behaviors among Indian consumers and what those shifts may mean for the future of food and beverage innovation. The study is the latest in IFF's GLP-1 global consumer insights following the company's 2025 GLP-1 Consumer Opportunity Outlook.

"We are seeing that a change in appetite can lead to a broader change in the relationship people have with food, from how much consumers eat to how they choose, experience and participate in eating occasions," Harsch Koshti, regional marketing director, IFF Taste for Greater Asia. "For the food industry, this is a critical opportunity to listen closely to these emerging behaviors and think about how innovation can address these needs."

The report, "Inside the India GLP-1 Consumer Journey," was unveiled at IFF's Eat Smart Asia: The GLP-1 Shift symposium in New Delhi. Based on research conducted among GLP-1 users in Delhi, Mumbai and Bengaluru, the study explores how changing appetites are influencing food choices, sensory experiences, shopping habits and social eating occasions. The findings suggest a new consumer mindset is emerging. While participants reported eating smaller portions, they are also becoming more deliberate about what they consume, placing greater emphasis on nutrition, taste, ingredient quality and overall eating satisfaction. Key findings from the report include:

74 per cent say they read food labels more carefully than before starting GLP-1 medication

64 per cent experience social eating discomfort at least occasionally

69 per cent are choosing coconut water as part of their hydration habits

The Indian plate is getting smaller, but the desire for food Isn't disappearing

The consumer study points to significant changes in portion sizes across everyday Indian foods. For example, consumers are moving from three to four chapatis to one or two, from five or six idlis to two, and from 2.5 bowls of rice to half a bowl of serving. Reduction in quantity for consumption does not diminish the importance of food. Instead, when consumers eat less, every bite has to work harder — increasing the importance of nutrient density, taste, texture and satisfaction.

Research from IFF's India GLP-1 consumer journey report also found notable changes in sensory perception, suggesting opportunities for food developers to create products that deliver enhanced nutrition and sensory satisfaction in smaller portions. For example:

90 per cent experience changes in how food tastes or feels

50 per cent prefer soft, easy-to-digest texture

69 per cent want to balance flavor impact

Beyond individual eating habits, the research highlights the social dimensions of changing consumption patterns. Nearly two-thirds of respondents indicated they experience some level of discomfort during social eating occasions. The report's findings suggest many consumers remain motivated by participation and normalcy, creating opportunities for brands to develop products and experiences that help consumers remain engaged in familiar food occasions while adapting to changing needs.

The report points to a significant shift in how consumers approach food information — 74 per cent say they read food labels more carefully than before. The scrutiny extends beyond calories to protein, ingredients and natural or preservative-free claims. For food and beverage brands, this raises a broader question about how products communicate nutrition, ingredients and value to consumers who are increasingly deliberate about what makes it onto their plates.

The individual plate is changing faster than the family grocery basket

While personal consumption habits are evolving, household purchasing patterns remain relatively stable. Among respondents:

78 per cent continue buying biscuits for their households

71 per cent continue buying packaged sweets and full-fat dairy products

63 per cent continue buying fried snacks

This creates a more complex opportunity for food and beverage brands than simply developing "GLP-1-friendly" products, particularly in a market where food choices remain deeply embedded in household and family routines.

The shift extends beyond solid food. The study found that 74 per cent view hydration as a daily wellness goal, with many gravitating toward coconut water and electrolyte-based beverages.

The trend highlights growing interest in products that combine functionality, hydration and sensory appeal as consumers become more intentional about their beverage choices.

The research further highlights that the opportunity surrounding GLP-1 extends beyond weight management. As consumer expectations around appetite, portions and sensory experiences continue to evolve, food and beverage companies may need to reconsider how they deliver nutrition, enjoyment and value across eating occasions.

IFF's report, "Inside the India GLP-1 Consumer Journey," provides an early perspective on changing consumer behaviors and emerging opportunities across food, beverage and sensory innovation.