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Givaudan Identifies Five GLP-1-Driven Food Trends Shaping Consumer Choices

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Protein-first formats are gaining traction as consumers seek nutrient-dense foods that deliver greater nutritional value in smaller portions



Food Innovation Solutions' (FIS) UK-based Appetite Shift study has identified five emerging trends linked to the growing use of GLP-1 medications, highlighting new product development opportunities for food and beverage manufacturers. The findings indicate that GLP-1 use is influencing not only consumers' food choices but also their eating habits, nutritional priorities and expectations around taste and product formats.

The three-wave study, conducted between August 2025 and March 2026, surveyed 1,200 UK adults, including a nationally representative sample of 1,000 consumers and an additional sample of GLP-1 users. The research was sponsored in part by Givaudan.

According to the findings, five key trends are emerging: protein-first formats, controlled indulgence, portion-right formats, transparency and credible claims, and nutrition for strength and healthy ageing.

Protein-first formats are gaining traction as consumers seek nutrient-dense foods that deliver greater nutritional value in smaller portions. This presents opportunities for manufacturers to develop protein-rich products that address nutritional requirements while accommodating reduced appetite.

The study also highlights growing demand for controlled indulgence, with consumers seeking complex flavours, enjoyable taste experiences and satisfying mouthfeel rather than compromising on sensory quality through conventional low-calorie formulations.

Changing eating habits are creating opportunities for portion-right formats. The research found significant declines in restaurant dining, takeaway ordering and on-the-go eating, pointing towards demand for appropriately sized products designed around smaller consumption occasions.

Meanwhile, transparency and credible claims are becoming increasingly important. The findings suggest that overt 'GLP-1 friendly' claims may be perceived as gimmicky, making clear nutritional information, responsible product positioning and credible communication essential for building consumer trust.

The fifth trend centres on strength and healthy ageing nutrition. Around one in five GLP-1 users surveyed expects to remain on the medications indefinitely, highlighting potential demand for nutritional solutions that support muscle maintenance, long-term wellbeing and healthy ageing.

"This study shows that GLP-1 use is about much more than weight loss. It is driving broader lifestyle transformations, fundamentally reshaping consumers' relationship with food, from what they choose to eat to how they eat and engage with food every day," said Catherine Bayard, Global Product Manager Protein at Givaudan.

She added that the company's focus is on translating these research insights into flavour, mouthfeel and ingredient solutions that preserve taste while addressing evolving nutritional needs.

Thomas Ullram, Global Marketing Director at Givaudan T&W, said consumer expectations are increasingly centred on nutrition, enjoyment and long-term wellbeing. Givaudan is leveraging its consumer insights, taste, sensory science, nutrition and bioscience capabilities to help manufacturers respond to these changes.

Through its GLP-1 Wellbeing Collection, TasteSolutions portfolio and functional ingredient capabilities, the company is addressing formulation challenges such as protein and fibre systems, off-taste masking, mouthfeel restoration and product functionality.

The findings point to an evolving opportunity for the food and beverage industry to develop products that balance nutritional density, sensory appeal and convenience as GLP-1 medications increasingly influence consumer food preferences.