

# How GLP-1 Is Changing Consumer Preferences in the U.S.

Impact on Food & Apparel Purchasing Behaviors

November, 2025



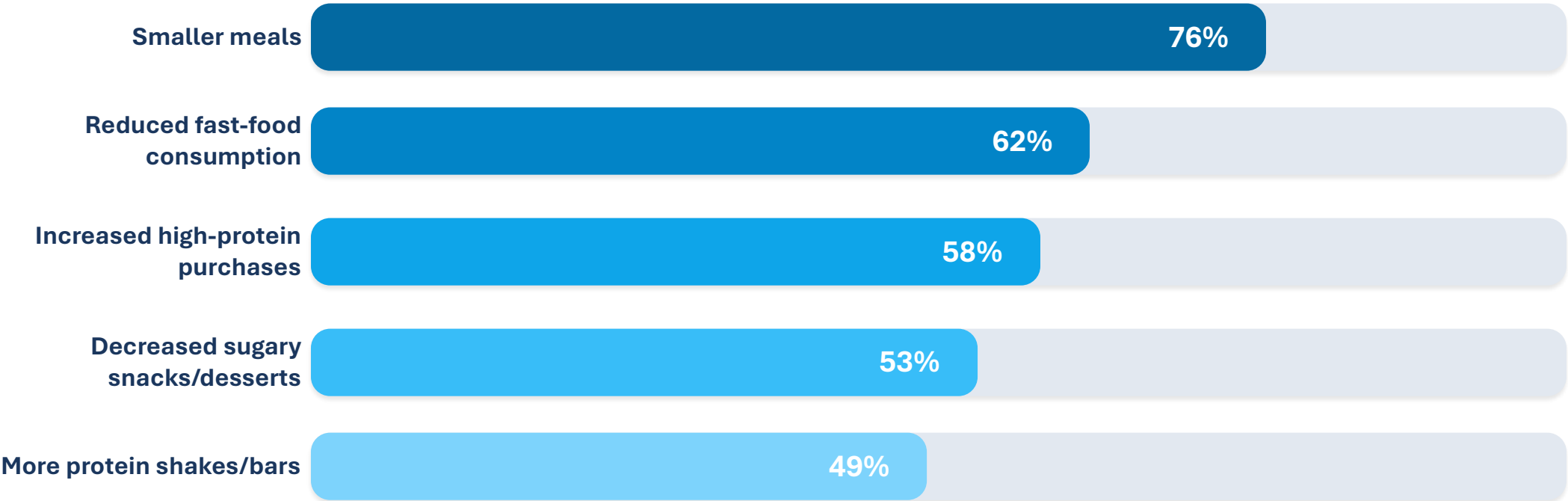
# Executive Summary

-  GLP-1 use correlates with smaller meals, reduced snacking, and lower overall calorie intake.
-  Users shift spend away from fast food and sugary items toward premium, functional nutrition (high-protein, low-sugar, nutrient-dense).
-  Grocery: less total volume for many, but higher mix of health-optimized products.
-  Apparel: demand rises for transitional wardrobes, adjustable/stretch fits, and activewear; some move out of plus-size.
-  Emotional tailwinds: higher motivation and confidence, but wardrobe churn can feel overwhelming.

# Food Purchasing Behavior Changes

Survey Results: Changes in Food Purchasing Patterns (n=45)

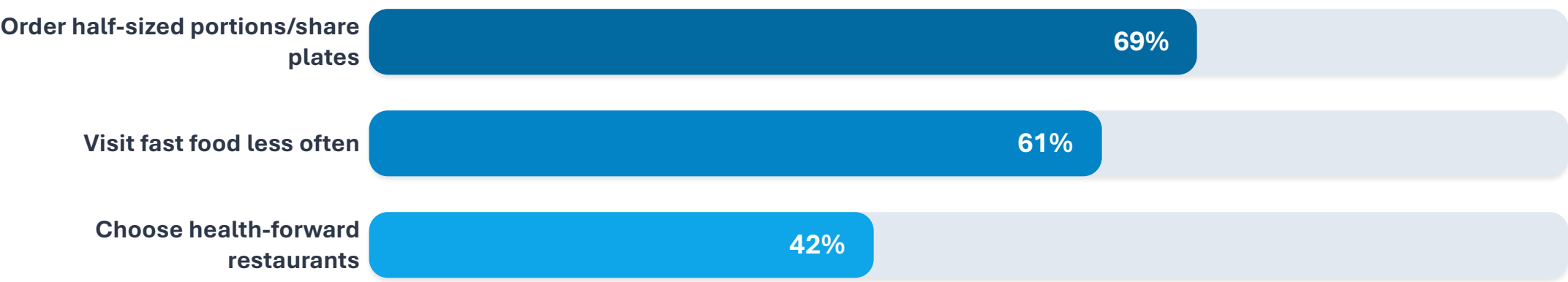
● GLP-1 Users



*Reference: Among non-users (n=55), only 18% report similar changes due to general health goals.*

# Restaurant Behavior Shifts

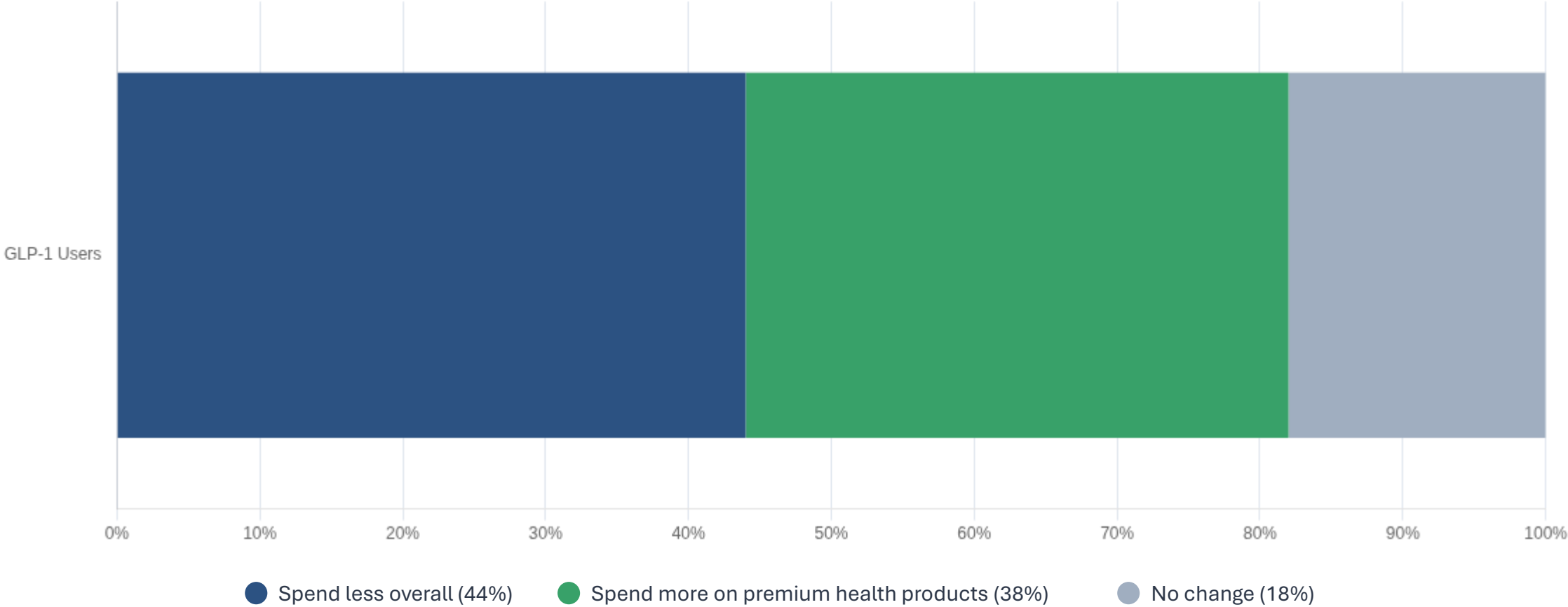
Survey Results: Changes in Dining Habits (GLP-1 Users, n=45)



GLP-1 users demonstrate significant shifts in restaurant ordering behavior and venue selection.

# Grocery Spending Patterns

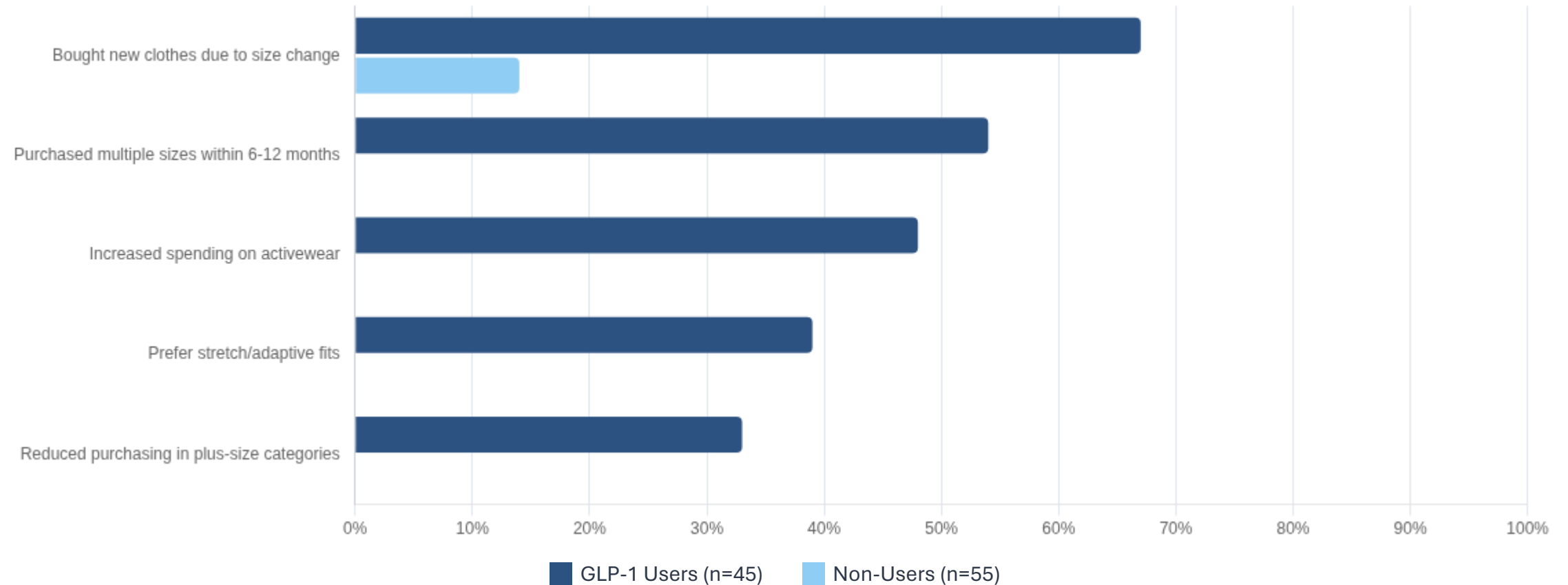
How GLP-1 Medication Use Affects Grocery Spending (n=45)



Self-reported spending changes among GLP-1 medication users. Less overall volume, but higher premium product selection.

# Apparel Purchase Behavior (GLP-1 vs. Non-Users)

## Survey Results: Changes in Apparel Purchasing Patterns



Note: Only "Bought new clothes due to size change" shows comparison data. Other metrics are GLP-1 users only.

# Key Takeaways



## Shift From Convenience Foods

Material shift away from high-calorie, convenience, and fast-food purchases among GLP-1 users.



## Quality Over Quantity

Lower volume of food purchased, but higher share of premium functional nutrition items.



## Label Transparency

Increased focus on clean-label claims and ingredient transparency influencing purchase decisions.



## Functional Food Growth

Strong interest in high-protein, low-sugar, high-fiber formats and meal replacements.



## Accelerated Wardrobe Turnover

Weight-loss-driven changes significantly accelerate apparel turnover and increase purchase frequency.



## Versatile Sizing Demand

Adjustable and stretch fits gain market share as consumers seek clothing that accommodates body changes.



## Multiple Purchase Cycles

Transitional wardrobe needs create multiple purchase cycles as 54% of GLP-1 users buy multiple sizes within 6-12 months.

# Conclusion



## Reshaping Consumption

GLP-1 usage is fundamentally changing consumer behavior across food and apparel: less volume, higher-quality nutrition, and more frequent apparel turnover.



## Industry Adaptation

Brands that align assortments and messaging to functional health benefits and flexible fit solutions will capture increasing market share.



## Health & Body Confidence

Successful brands will emphasize health optimization and body-positive messaging that acknowledges and supports physical transitions.



## Growth Opportunities

Next steps: test targeted product bundles for transitional consumers, develop size-flexible programs, and explore health-forward retail partnerships.

# Methodology

-  Sample: 100 U.S. adults; 45 GLP-1 users (current/past), 55 non-users.
-  Approach: Self-reported behavioral and spending changes; fictional but realistic dataset for analytical purposes.
-  Reporting: Percentages rounded to whole numbers; users vs. non-users where available.

# Thank You

Do you have any questions?

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