

# How GLP-1 Users Are Redefining Snacking

Fresh insights on how appetite-suppressing medications are reshaping snack behavior — and what it means for CPG brands.



# The GLP-1 Shift Is Redefining Snacking



GLP-1 medications are reshaping the snack aisle in measurable ways. Appetite is lower. Impulse is muted. And the moments when consumers choose to indulge have become fewer, slower, and more deliberate.

Our survey of 600 U.S. adults currently or previously using a GLP-1 medication reveals a clear reset in snack behavior. Purchases now lean toward portion control, health-aligned alternatives, and intentional “treat yourself” moments rather than spontaneous cravings.

These shifts are raising expectations across the category. Smaller formats, better-for-you formulations, and right-sized packs are gaining momentum. At the same time, online grocery discovery and shoppable digital touchpoints increasingly influence whether a craving becomes a purchase. GLP-1 users aren’t abandoning snacks — they’re choosing with more clarity and significantly less tolerance for friction.

For brands, this creates both pressure and possibility. Categories that once relied on impulse now need to meet a more selective shopper with options that feel purposeful, permissible, and easy to buy.

**Key Finding #1:**

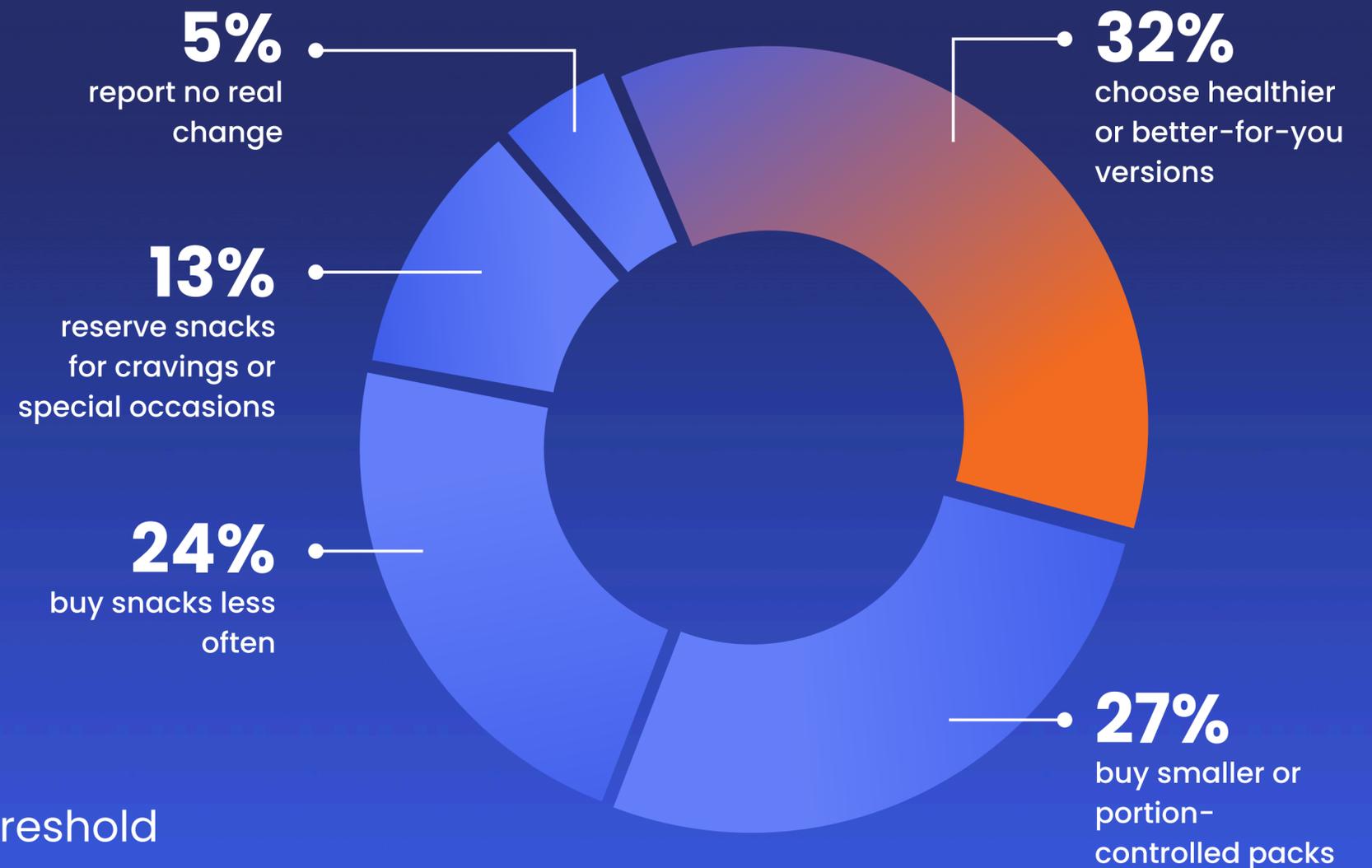
# Snacking Hasn't Disappeared — It's Become More Selective

GLP-1 users are still snacking, but with tighter guardrails.

**What this means:**

Indulgence is still part of the routine, but the threshold to earn it is higher. Portion-controlled sizes and healthier formulations are now baseline expectations.

## How snack behavior has changed



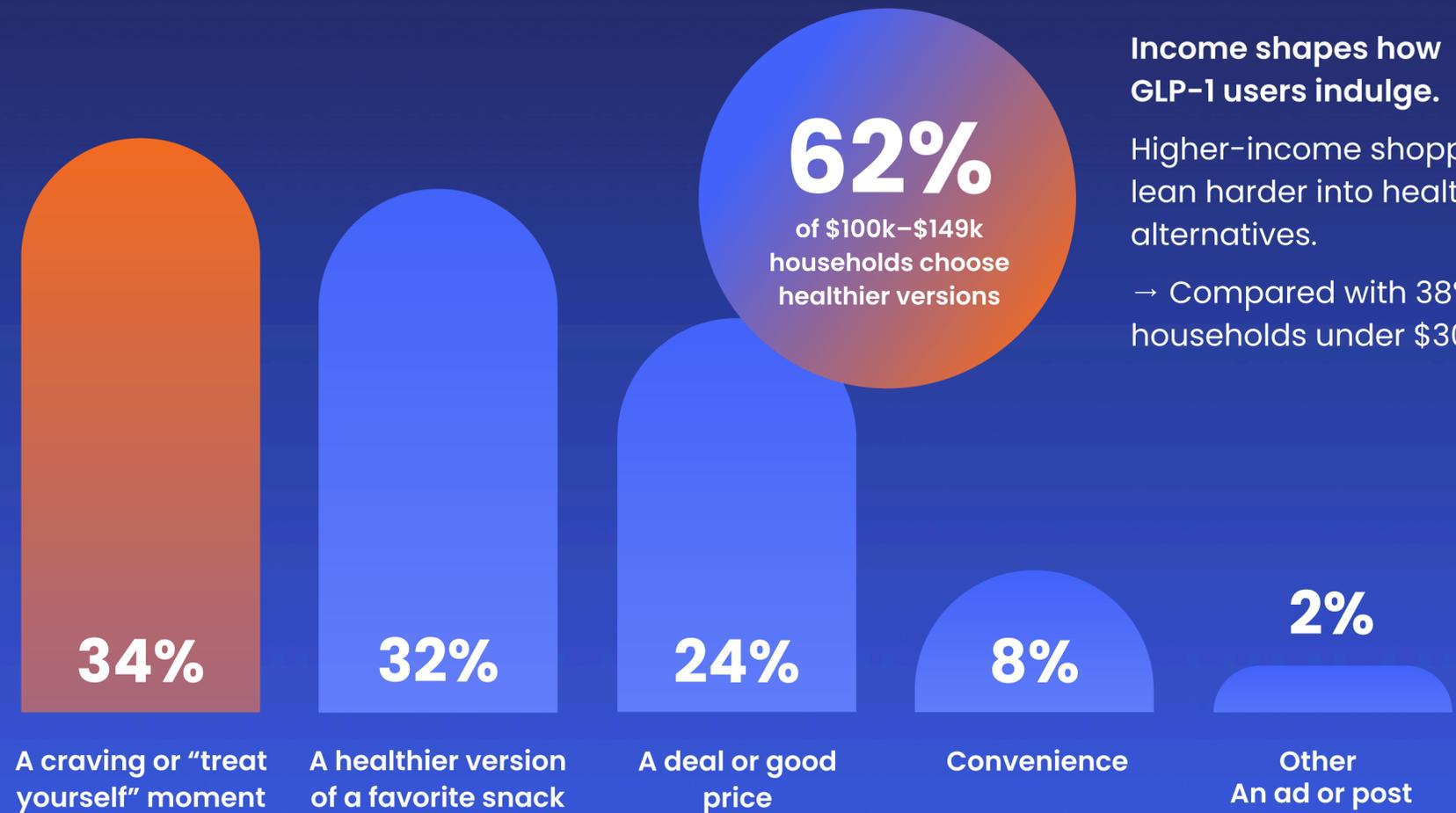
Key Finding #2:

# Cravings Still Win, with Health and Value Close Behind

Lower appetite doesn't eliminate cravings — it simply creates a higher bar for indulgence.

**What this means:**

GLP-1 users still indulge, but the motivations vary. Higher-income shoppers gravitate toward better-for-you formats, while lower-income shoppers remain more value-driven.



**62%**  
of \$100k-\$149k households choose healthier versions

Income shapes how GLP-1 users indulge.

Higher-income shoppers lean harder into healthier alternatives.

→ Compared with 38% of households under \$30k

Top drivers of snack purchases

Key Finding #3:

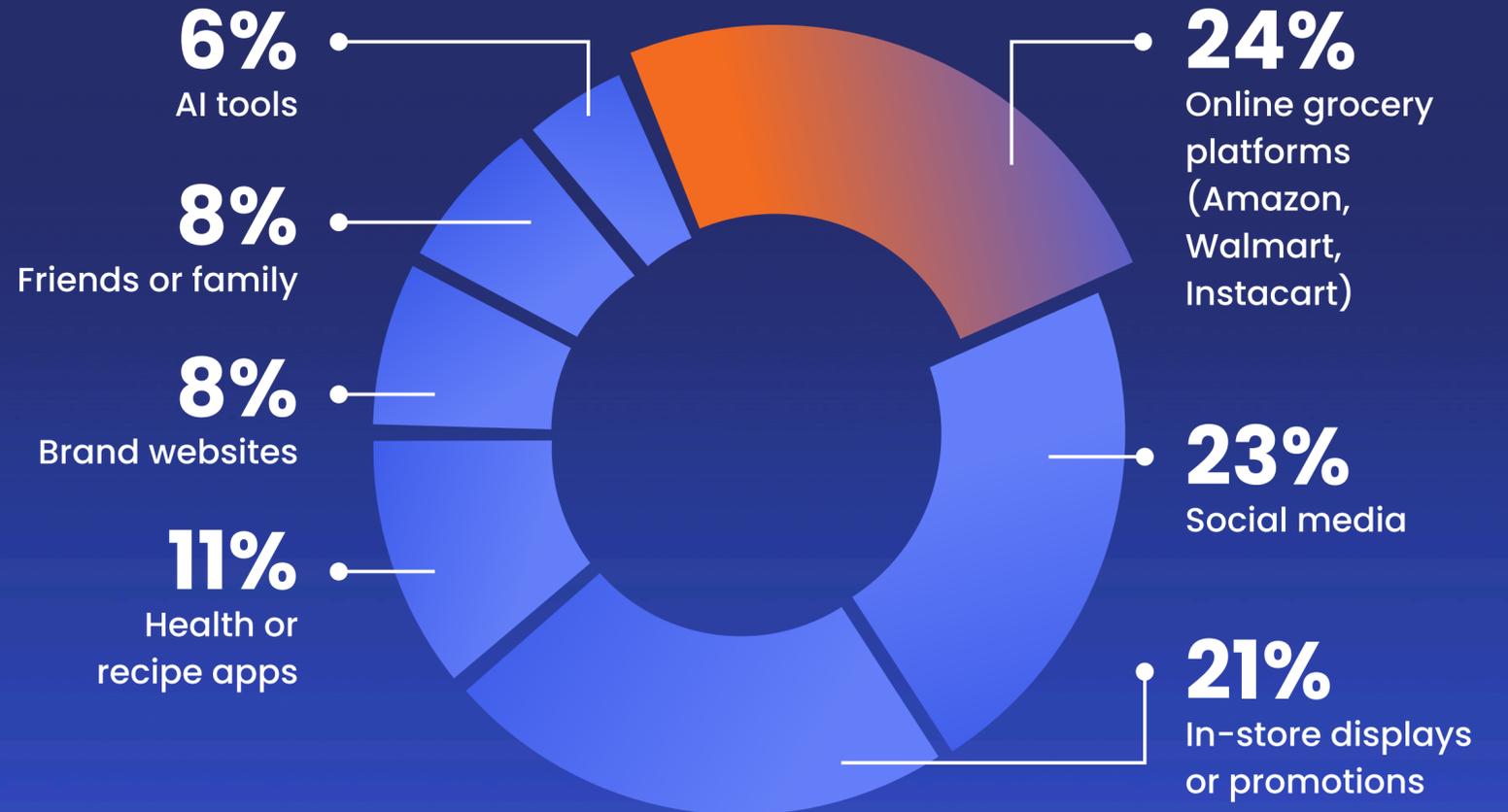
# Discovery Is Fully Omnichannel

GLP-1 users move fluidly across digital and in-store touchpoints.

Discovery patterns vary meaningfully by age.

<p><b>18-34:</b> Social is dominant</p> <p><b>69%</b> discover new snacks this way.</p>	<p><b>35-54:</b> Online grocery leads</p> <p><b>69%</b> discover via Amazon/Walmart/Instacart.</p>	<p><b>55-64:</b> In-store discovery rises</p> <p><b>63%</b> rely on in-store displays and promotions.</p>
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## Where they discover new snacks



### What this means:

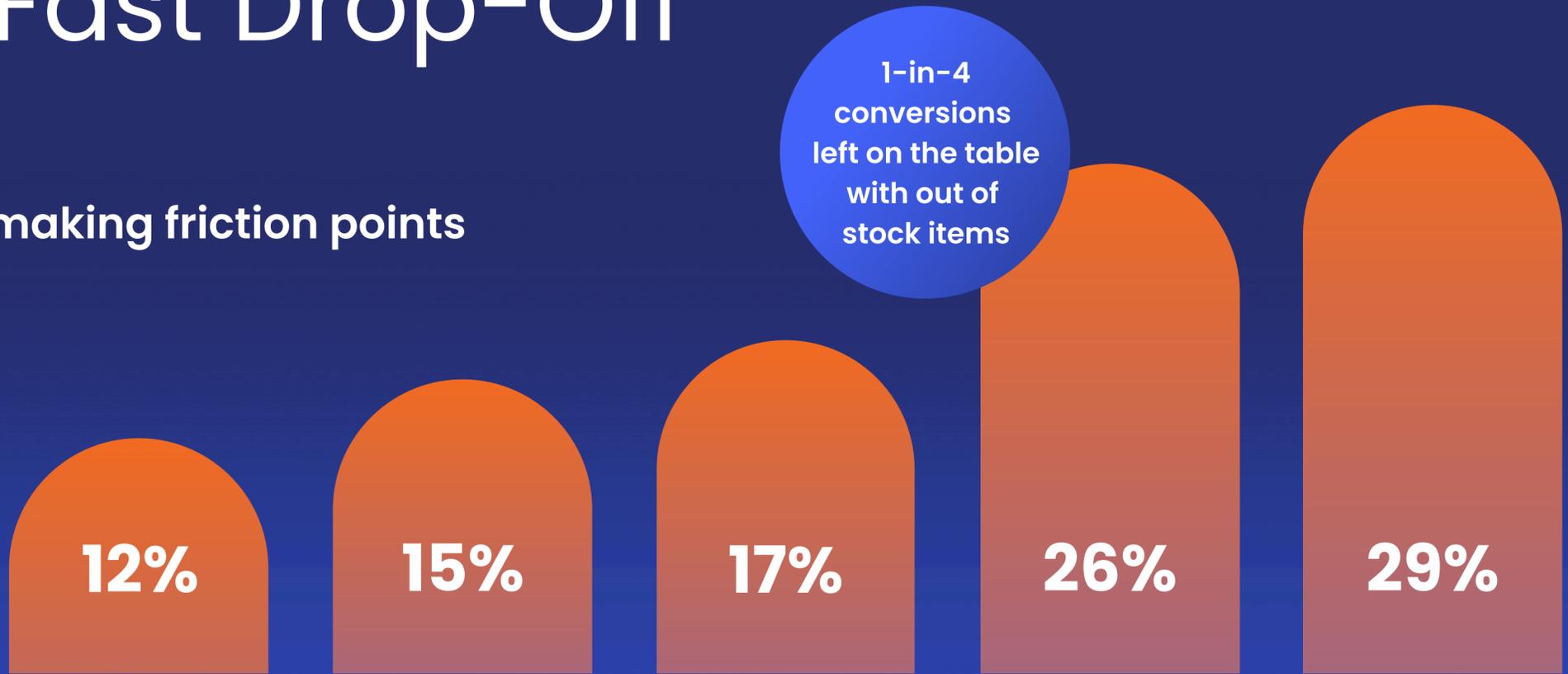
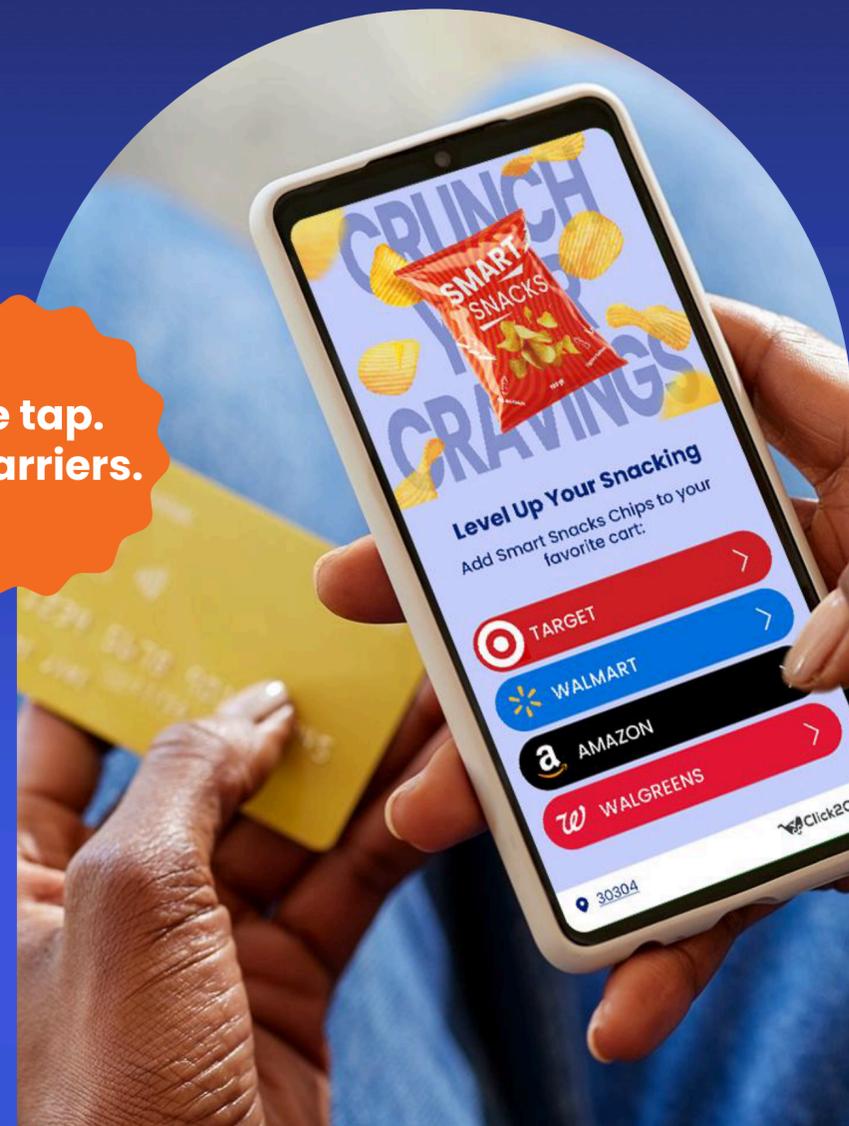
Discovery happens everywhere, but different age groups look in different places. Brands need visibility across social, retail media, and the physical shelf to meet GLP-1 shoppers where they naturally explore.

Key Finding #4:

# Friction Causes Fast Drop-Off for OOS Items

Hunger is less urgent for GLP-1 users, making friction points more consequential.

One tap.  
No barriers.



Top reasons for abandoning online food purchases

### What this means:

Every barrier matters. Reduced urgency means these shoppers won't push through inconvenience — they simply move on.

Key Finding #5:

# Out-of-Stocks Trigger Immediate Switching

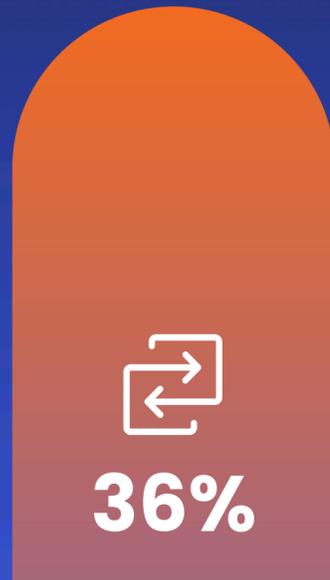
When availability breaks down, so does loyalty.



leave without buying anything



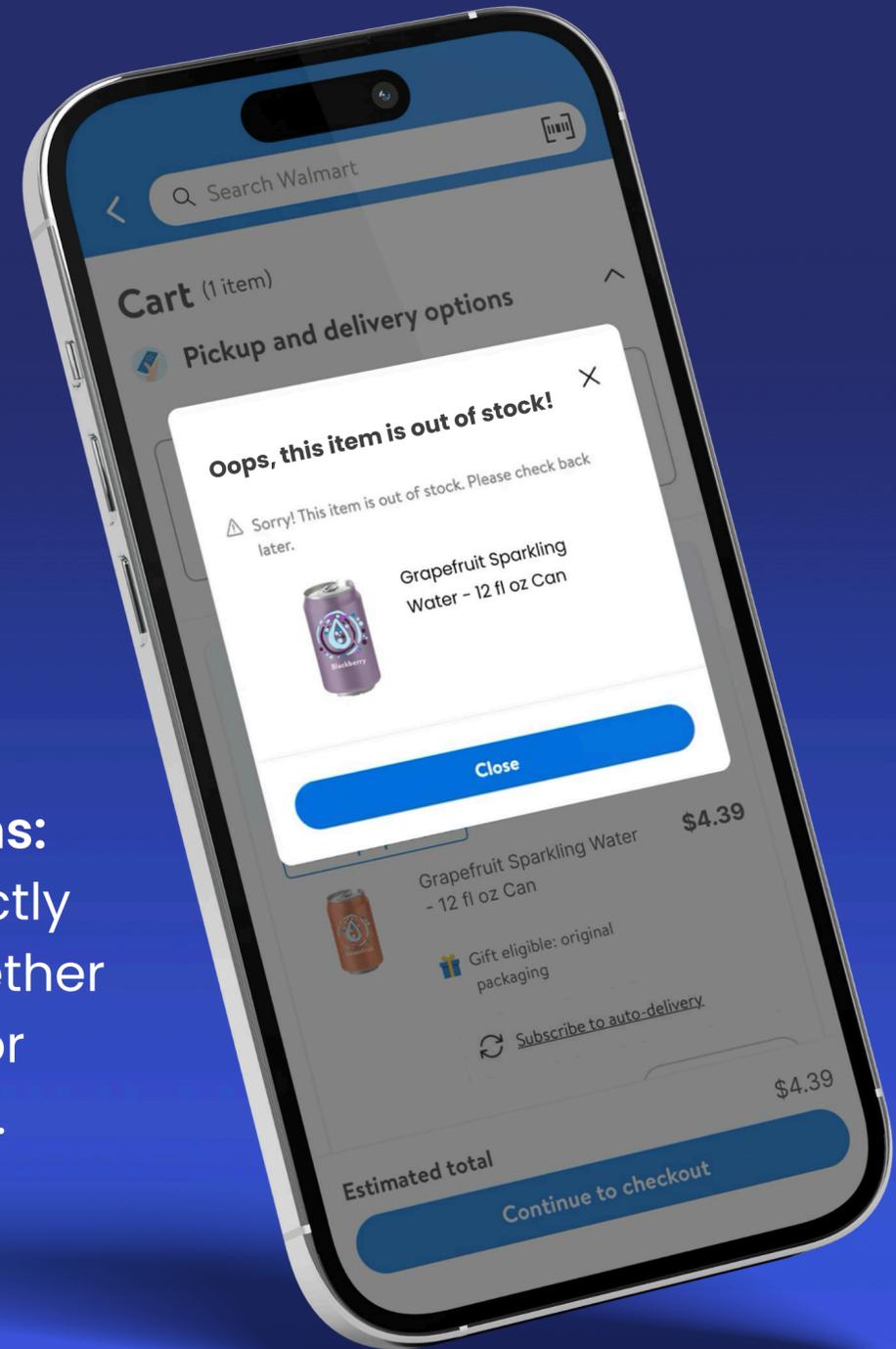
choose another size or flavor from the same brand



switch to another brand

When a product is out of stock

What this means: Availability directly determines whether a brand keeps or loses a shopper.



# Key Takeaways for Snack Brands



## 1. Intentional indulgence is the new baseline.

Smaller sizes and BFY formats now shape the foundation of the category.



## 2. Inventory reliability shapes loyalty.

Out-of-stocks immediately shift shoppers to competing brands.



## 3. Reach shoppers where discovery happens.

Visibility across online grocery platforms, social feeds, and in-store displays is essential.



## 4. Friction-free paths matter more than ever.

Reduced appetite lowers urgency, so even small barriers can break the purchase flow. With 88% of GLP-1 users likely to use a one-click "Add to Cart" button, simple checkout experiences make a measurable difference.



## 5. Make every moment shoppable.

GLP-1 users convert well when the path is clear. Retail media, shoppable touchpoints, and easy add-to-cart flows help capture low-impulse decisions.

# Activating the GLP-1 Snack Shopper with SmartCommerce



## Add to Cart in One Click

88% of GLP-1 snack shoppers are likely to tap when the moment hits.



## Substitute Automatically

36% switch brands when their go-to isn't available — we keep them with you.



## Be Shoppable Everywhere

Social, CTV, email, OOH — Click2Cart® turns discovery into carting on the spot.



## Make Checkout Frictionless

52% drop off due to barriers. Streamlined paths eliminate dropoffs.



## Offer Value in the Moment

24% say discounts drive choice. Price visibility, rebates, and promotions help close the sale fast.

# Want to explore how snack behavior is shifting in your category?

SmartPulse tracks the trends shaping tomorrow's consumer. We'd love to help you understand what's changing next.

[Schedule a Strategy Session](#)

#### Methodology

Data was collected through an online/mobile survey of 600 U.S. adults who currently use or previously used a GLP-1 medication. Fieldwork was conducted in November 2025 via a national mobile panel. Results are self-reported and reflect consumer perceptions and behaviors at the time of the survey.

