

GLP-1 Consumer Snapshot: The Health-Conscious Careerist

Age
Age Range:
35 - 55

Weight Loss Goal:
10 - 15 lbs.

Introduction:

Health-Conscious Careerists are highly motivated, fast-moving, single and/or childless professionals who work long hours in high-stress environments. They lead hectic lifestyles geared toward excellence and achievement, and regard physical health as an asset they can leverage to pursue their goals. However, time and circumstance often intervene.

Frequently away from home, Health-Conscious Careerists' dietary options are often limited. And while most have the resources to maintain gym or health club memberships, they have little time for regular exercise. As a result, they can struggle with weight.

Weight Loss Motivations:

Health-Conscious Careerists' interest in health improvement is **driven by a desire for general wellness and longevity**. They seek to prevent diseases of aging such as hypertension, heart disease, and diabetes, and to that end look for sustainable weight loss solutions based on low-carb/high-protein diets supplemented by functional foods. Most have tried several diet regimens with limited success.

Diet Habits:

Being on the go, Health-Conscious Careerists are frequently forced to settle for what's convenient. They are regularly tempted by unhealthy snacks and struggle with portion control. That said, they will happily consume better-for-you foods when presented with the option. **Most care about ingredients, read food labels, and choose organic or plant-based options when they're available.**

Food & Flavor Preferences:

- Global Mash-ups
- Comfort foods
- Harissa
- Sriracha
- Gochujang

Though members of this group appreciate healthy twists on classic foods, they are adventurous eaters at heart. **They crave bold and interesting (though not necessarily 100% authentic) flavors.**

Target Messages:

Health-Conscious Careerists will often choose fresh, whole foods with specific health benefits.

- ✓ High protein
- ✓ High fiber
- ✓ Macronutrient
- ✓ Natural/organic
- ✓ Portion controlled
- ✓ Filling/satisfying
- ✓ Minimally-processed

Buying Behavior:

Health-Conscious Careerists seek out portion-controlled options that are still filling/satisfying.

Men

Health-Conscious Careerist men are choosy shoppers, often avoiding foods they consider "processed." While they don't always shop, they enjoy the experience and believe they make good purchase decisions.

Women

Health-Conscious Careerist women are often the primary shoppers in the household. They are careful in their buying choices and feel confident in their ability to select the foods that are good for them.

Media Habits:

Health-Conscious Careerist media consumption is primarily digital. They spend some four hours per day on apps and/or the internet.



Health & wellness blogs



Online reviews



Health & fitness podcasts



Dietitians & healthy eating influencers



Social media (especially Facebook)



Word-of-mouth (friends & family)



Health & wellness blogs

Turn this information into new growth opportunities.

For more information, please contact:
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