GLP-1 Consumer Snapshot: **Social Butterflies**

Age Range: 22-35

Age

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Weight Loss Goal: 5 - 10 lbs.

Introduction:

Social Butterflies' hectic social and professional lives make prioritizing healthy habits a challenge. Young and highly educated, these predominantly urban Gen Z-ers play as hard as they work, which means they have little time left in the day for either regular exercise or meal preparation.

Digitally hyper-connected, Social Butterflies are extremely image-conscious, more concerned than most other cohorts about 'fitting in' in social circles. For them, foods and drinks aren't just culinary experiences, they're opportunities for heightening status and cultivating a sense of aesthetic and social well-being.

Weight Loss Motivations:

Being strongly oriented toward their peers, weight loss for Social Butterflies is closely tied to acceptance. Their weight loss goals are usually quite modest, primarily to boost their selfconfidence. Highly trend-driven, Social Butterflies are willing to try new diets and health fads provided they are convenient and fit their lifestyles.

Diet Habits:

Social Butterflies are lovers of snacks and take-out, the trendier the better (this cohort grew up getting their food do's and don'ts from social influencers). The small amount of excess weight they gain is usually a factor of the social, professional and networking events they attend, where high-calorie foods (and in some instances alcohol) are served.

Food & Flavor Preferences:

- Snacks
- Burgers
- Pizza
- Chicken fingers
- Flexitarian

• Vegetarian

Target Messages:

Social Butterflies are unusually interested in health and fitness for their age. They also have a marked interest in the environment. For these reasons, they are drawn to good-for-

Social Butterflies are surprisingly non-adventurous eaters, gravitating heavily to comfort foods, perhaps with new twists. In addition to familiarity, they value intense taste and convenience.



Buying Behavior:

This group loves to grocery shop despite their relatively low income. When shopping for food they favor ready-to-eat items and snacks that look as good as they taste (i.e., are social media post-able).

Men

Social Butterfly males may be frequent shoppers, but they shop in fewer grocery categories than any other consumers and purchase a more limited range of items.

Women

Even more frequent shoppers than Social Butterfly males, females are more likely to be on diets and purchase diet-specific foods. They are prone to splurging (selectively) on high-end "status" foods or ingredients.

you and good-for-the-planet claims.



Ready-to-eat

Sustainable

Corbion

Media Habits:

Unsurprisingly, social is the go-to medium for Social Butterflies. They gravitate to short-form content such as TikTok, even memes and GIFs.



Instagram (for shopping)

(gaming & sports)

Media Habits: Social Butterfly Women









Pinterest Instagram

YouTube influencers

streaming

Music

Media Habits:

Social Butterfly Men

Games

Social influencers

YouTube influencers (skin care, beauty, fashion)

TikTok (for shopping)

Turn this information into new growth opportunities. For more information, please contact: foodus@corbion.com

