

# GLP-1 Consumer Snapshot: The Health-Conscious Careerist



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.

### Media Habits: Men



Health & wellness blogs



Online reviews



Health & fitness podcasts



Dietitians & healthy eating influencers

### Media Habits: Women



Social media (especially Facebook)



Word-of-mouth (friends & family)



Health & wellness blogs

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# GLP-1 Consumer Snapshot: Social Butterflies



Age Range:  
**22 - 35**



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 self-confidence. **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
- Vegetarian
- Pizza
- Chicken fingers
- Flexitarian

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.



## 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-you and good-for-the-planet claims.

- ✓ Organic
- ✓ Sustainable
- ✓ Fresh
- ✓ Ready-to-eat
- ✓ Plant-based



## Buying Behavior:

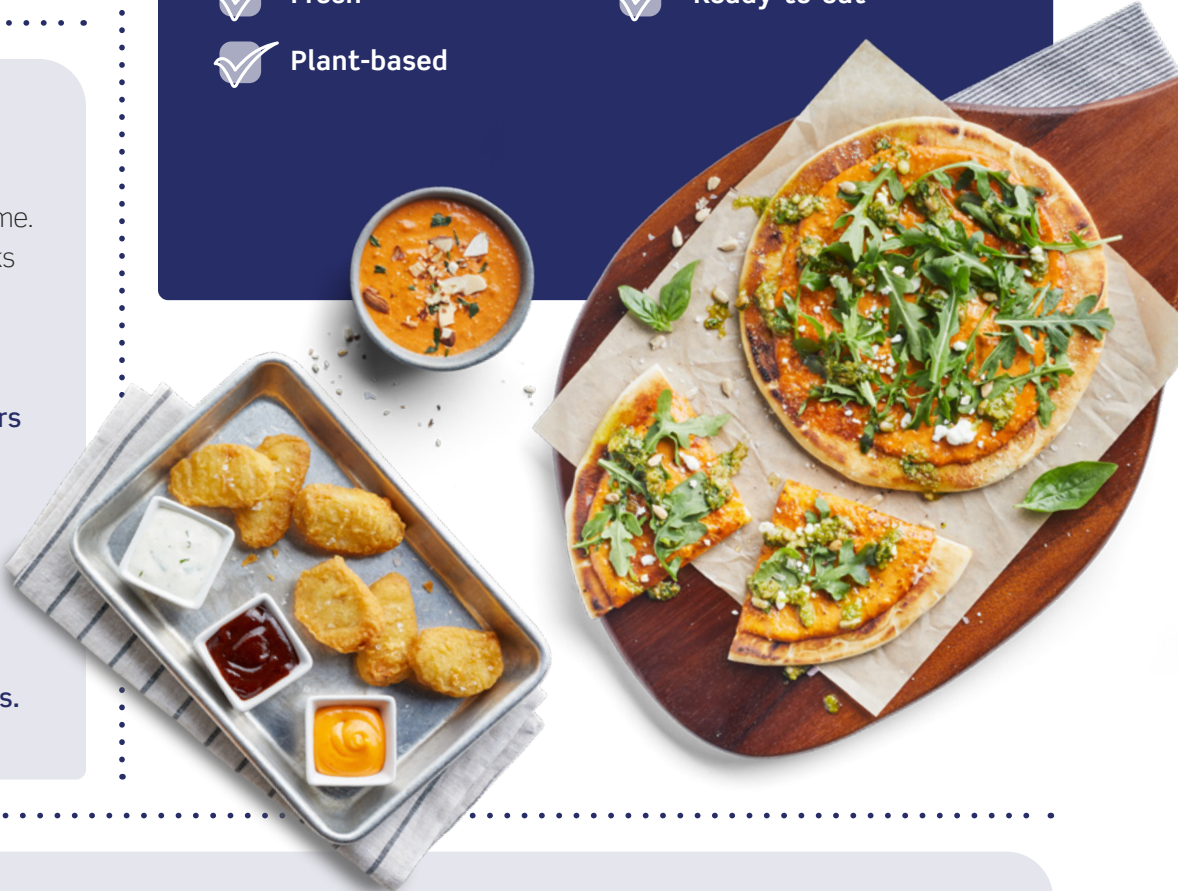
This group loves to grocery shop despite their relatively low income. When shopping for food they favor ready-to-eat items and snacks that look as good as they taste (i.e., are social media post-able).

### 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.



## 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.

### Media Habits: Social Butterfly Men

- Instagram (for shopping)
- YouTube influencers (gaming & sports)
- Music streaming
- Games

### Media Habits: Social Butterfly Women

- Social influencers
- YouTube influencers (skin care, beauty, fashion)
- TikTok (for shopping)
- Pinterest
- Instagram

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# GLP-1 Consumer Snapshot: The Busy Parent

Age

Age Range:  
**30 - 50**



Weight Loss Goal:  
**12 - 20 lbs.**

## Introduction:

Educated, professional, do-it-all consumers, Busy Parents manage to balance their careers with their commitment to hands-on, high-quality parenting. When not in the office or on Zoom calls, they're dashing to pick up kids from school and deliver them to soccer games and various other activities.

Busy Parents aspire to be healthier than they are, this is because their work-and-family juggling acts leave them little time to exercise regularly or focus on their diets, which are typically higher in fats and calories than they would prefer.

## Weight Loss Motivations:

A desire to manage stress and increase energy levels is what motivates Busy Parents to lose weight. **Most aspire to be more physically active, particularly if that means being more involved with their children and their children's activities.** Aware of the health risks that come with added weight, many are hoping to prevent health issues they've witnessed in their families, such as hypertension or heart disease.

## Diet Habits:

Though they are generally aware of the importance of diet as it pertains to feeling good and living well, convenience is the main driver for Busy Parents when it comes to food. Hectic schedules combined with the need to satisfy a variety of palates means they eat away from home a good deal of the time. **When at home, however, they will choose better-for-you family meal solutions provided they are easy to prepare.**

## Food & Flavor Preferences:



- Comfort food with a twist
- Global flavors
- Vegetarian
- Sheet-pan dinners
- One-pot meals
- Crockpot/Instant Pot drop-in dinners

Health-aware though nostalgic for the past, Busy Parents enjoy updated classic family fare that incorporates contemporary innovations.

## Target Messages:

Though Busy Parents don't have the time to live up to their food ideals, they will eat organic, even vegetarian when they can.

- ✓ Natural/Organic
- ✓ Plant-based
- ✓ Fresh
- ✓ Non-dairy
- ✓ Quick-to-prepare
- ✓ Gluten-free

## Buying Behavior:

Busy Parents look for nutritious meal solutions — preferably with kid appeal — that are easy to prepare and clean up after.

### Men

Often the primary shoppers, Busy Parent men prefer to shop in-store (but will shop online when they must). Budget-conscious, they often check mobile devices for information/reviews when shopping.

### Women

Busy Parent women are even more discount-motivated. Four out of five use coupons and/or are drawn to stores when there are sales. Most use their mobile devices to hunt for discounts while shopping.



*quick-to-prepare*

## Media Habits:

Busy Parents spend a great deal of time on their phones, which they consider their primary devices. Nearly all consume at least some social media.

### Media Habits: Busy Parent Men

- News, politics, music & sports podcasts
- Online parenting videos
- Television shows
- News & sports radio

### Media Habits: Busy Parent Women

- Social media (YouTube, Facebook, Instagram)
- Online beauty, fashion & fitness content
- Music streaming
- Television news

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# GLP-1 Consumer Snapshot: Retirees

Age

Age Range:  
**50 - 70**



Weight Loss Goal:  
**15 - 20 lbs.**

## Introduction:

Retirees aren't what most people think of when they think about retired people. True, many are facing the metabolic changes, lifestyle shifts, and even health issues that come with aging, but they don't look, feel, or act like stereotypical retirees. These consumers actively resist the effects of aging, combatting it through diet, exercise, and general wellness.

Retirees lead busy social lives, spending several evenings per week with family and friends. While most have struggled with above-average weight during their adult lives, Retirees do their best to stay relatively fit in the interest of maintaining mobility and independence.

## Weight Loss Motivations:

Health is the main reason Retirees seek to keep weight under control, as they regard health and general wellness as the keys to enjoying their post-career years. Many are leveraging diet and weight loss to help manage existing health conditions. Others are simply seeking to prevent the serious illnesses they worry might limit their independence and/or quality of life.

## Diet Habits:

Even though Retirees have more time to spend on meal preparation than other cohorts they aren't very ambitious in the kitchen, favoring easy-to-prepare meals, meal kits, and even frozen meals. Though healthy eating is a priority for them, they are prone to indulging in treats. Many adhere to specialized diets recommended by doctors and/or nutritionists.

## Food & Flavor Preferences:

- Barbecue
- Spicy/tangy Asian
- Hot jalapeño/chipotle
- Meal kits
- Layered food bowls
- Protein marinades

Retirees may be more traditional in their food choices than other groups, but they are not boring eaters. Retirees are flavor people, attracted to lively southern, Mexican and Asian peppers, herbs and spices.

## Target Messages:

Retirees are choosy in their buying habits and are attracted by functional ingredients with specific health claims. They appreciate clear labeling that highlights a product's primary benefits.

- ✓ Vitamins & minerals
- ✓ High protein
- ✓ Whole grains
- ✓ High in calcium
- ✓ Low saturated fat
- ✓ Heart healthy
- ✓ Low sodium

## Buying Behavior:

Retirees have more time at their disposal not only to prepare food but to shop for food. However, because they are on fixed incomes they are careful about what they buy.

### Men

Retiree males are not typically the primary food shoppers, but when they do shop, they scrutinize product quality (especially the degree of food processing). Highly budget-conscious, they prefer in-store.

### Women

Retiree women are more likely to be primary shoppers and are even more budget-aware. They typically enter a store with detailed lists and are open to trying new products, especially sale items.



## Media Habits:

Retiree media habits lean toward the conventional, but they aren't stuck in their ways. Retiree men in particular are consuming increasing amounts of online content.

### Media Habits: Retiree Men

- Digital & social content (news, politics)
- Television & local televised news
- Radio/podcasts
- Senior-oriented publications

### Media Habits: Retiree Women

- Television & local televised news
- Radio
- Newspapers\ magazines
- Social media

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# GLP-1 Consumer Snapshot: Fitness Enthusiasts

Age

Age Range:  
**30-45**

Weight Loss Goal

Weight Loss Goal:  
**5-10 lbs.**

## Introduction:

As their name indicates, Fitness Enthusiasts are regular if not fanatic exercisers, most apt to be members of online fitness communities, gyms and health clubs. They pursue physical excellence through sports, high-energy outdoor activities, and structured workout regimens designed to boost physical performance and increase strength, stamina, flexibility and cardiovascular health.

Always aware of the latest high-tech supplements and pieces of health tech, Fitness Enthusiasts track workouts and nutrition data using apps and wearables and share their fitness achievements on social media.

## Weight Loss Motivations:

Fitness Enthusiasts pursue weight loss to enhance their physical appearance and athletic performance. For this group, **GLP-1 is less a weight loss drug than a strategy for managing appetites and unhealthy cravings** that might crop up alongside their rigorous exercise routines. For this reason, many take GLP-1 intermittently.

## Diet Habits:

To support them in their fitness goals, Fitness Enthusiasts watch calories, hydrate consistently, and consume high-quality diets that they supplement with functional foods designed to support performance and recovery. **They gravitate to protein-enriched products, supplements and meal replacements, and prioritize clean, natural & organic ingredients.**

## Food & Flavor Preferences:

- Snacks
- Bars
- Pre- and post-workout
- Macronutrient-focused (protein, carbs, fats)

Fitness Enthusiasts consume numerous small meals and on-the-go snacks. For this reason, they are attracted by single-serving options of various sizes featuring nutrients that support their routines.

## Target Messages:

Fitness Enthusiasts break some of the usual rules of retail in that more information is usually better. They are meticulous readers of labels and extremely loyal to the brands that give them what they want.

✓ Natural

✓ Organic

✓ High protein

✓ Low carb

✓ Complete nutritional breakdown

## Buying Behavior:

Perhaps more than any other type of shopper, Fitness Enthusiasts **invest a great deal of time and energy into researching their purchase decisions**, buying little aside from what fits into their nutrition plan. They shop in-store (sometimes aided by cell phones which they use to gain product information) and enter the store with a pre-prepared plan ready to execute.

Fitness Enthusiast shopping plans are made up of lists of products they repeatedly purchase, which they tweak and nudge only reluctantly. **Avid label readers, who take great care to purchase only items with familiar ingredients that they regard as wholesome.**

## Media Habits:

Active followers of fitness influencers and nutrition experts, Fitness Enthusiasts gravitate to cutting-edge health research and/or tips on performance optimization. Extremely active on social media, who are also avid readers of information-rich online publications.

### Media Habits: Fitness Enthusiast Men



Social media



YouTube influencers  
(workout, bodybuilding, diet)



Blogs



Podcasts

### Media Habits: Fitness Enthusiast Women



Social media  
(especially Instagram)



YouTube influencers  
(yoga, mindfulness, diet)



Podcasts



Blogs

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