

# Build Stronger Connections with GLP-1 Shoppers



## WHY IT MATTERS

GLP-1 use reshapes grocery habits. Brands that position themselves as allies in this new lifestyle **earn lasting equity as partners in healthy living.**



## THE CHALLENGE

GLP-1 use cuts across demographics. Reaching and building loyalty with this audience **requires insights, beyond digital behavioral signals.**



## THE SOLUTION

Build strategies powered by **real-world consumer insights** to uncover opportunities, improve accuracy, and increase impact.

## FOUNDATIONAL INSIGHTS FOR EFFECTIVE BRAND COMMUNICATION

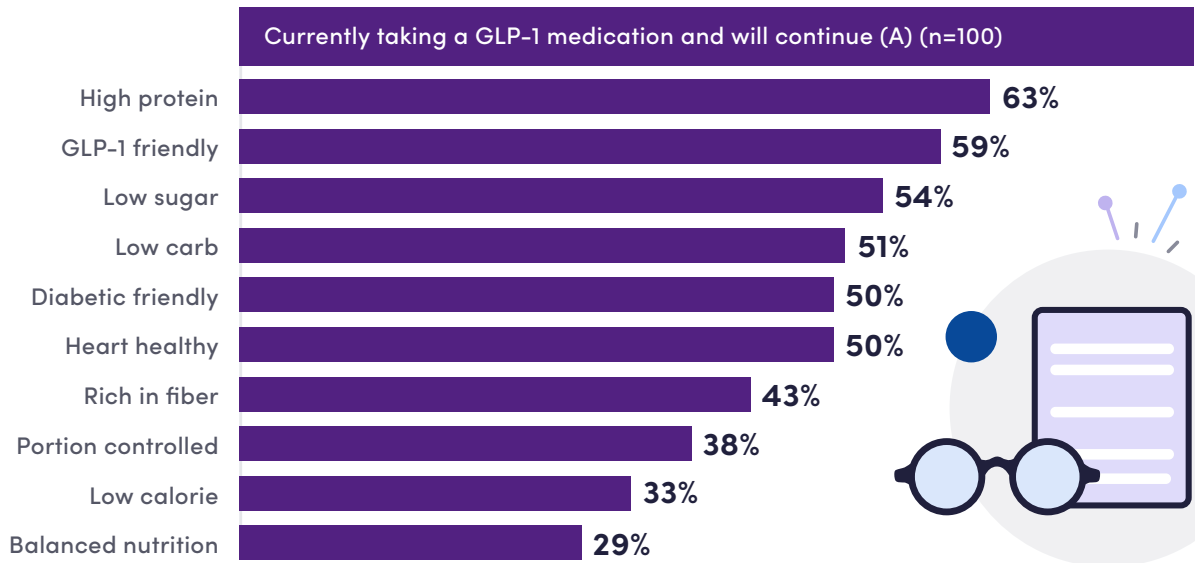


8 in 10

GLP-1 users **seek out information** about GLP-1 diet-friendly products

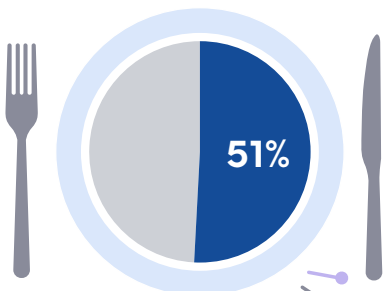


### WHAT LABELS WOULD YOU LIKE TO SEE ON PRODUCTS TO INDICATE THEY MEET YOUR DIETARY NEEDS WHILE ON GLP-1 MEDICATION?

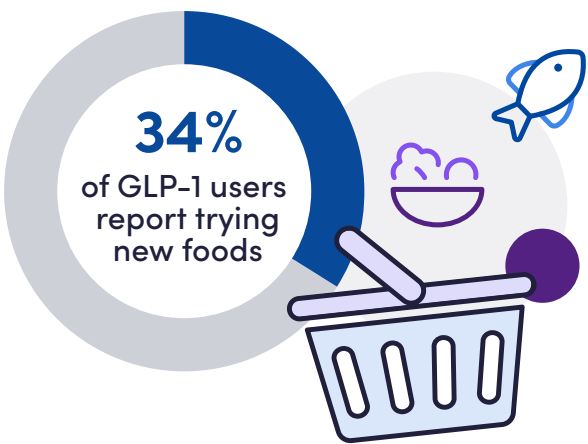


### ACTION

More than half say product labels are **extremely or very important** in finding foods that fit their dietary needs.



Consider ad messaging that helps consumers identify GLP-1 aligned options online and in-store.

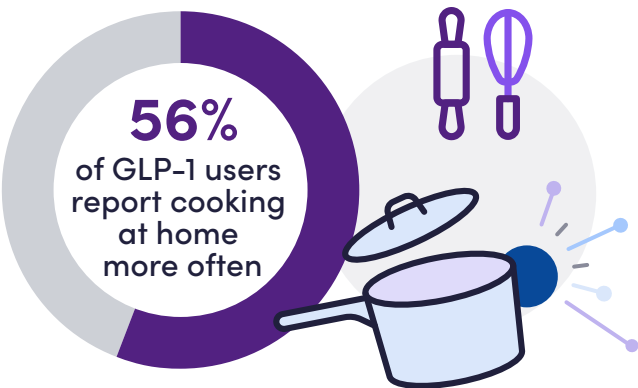


### ACTION

This is a **rare second chance** for your brand to make a first impression.

Seize the opportunity to be discovered (or rediscovered) by shoppers who are **actively exploring new options.**

Source: 84.51° Consumer Research



### ACTION

Connect your products to affordable at-home meal prep by **highlighting GLP-1-friendly benefits like high protein, fiber content, and easy integration** into healthy recipes.

Source: 84.51° Consumer Research

### DIVE DEEPER

**20%** of GLP-1 users look to social media for recommendations



### ACTION

Use Kroger audiences to promote **recipe-focused** content on platforms like Pinterest or Meta.

Source: 84.51° Consumer Research

## EMPOWER YOUR BRAND IN A CONNECTED ECOSYSTEM

Consumer behavior is always evolving. Real-time insights help you prepare for what's next. **Contact your 84.51° Client Lead or email [KPMinfo@8451.com](mailto:KPMinfo@8451.com)** to access shopper research, media solutions, loyalty programs, and incentives opportunities.

AUDIENCES | ACTIVATION | INSIGHTS | MEASUREMENT