

GLOBAL REPORT: GLP-1 COMPANION NUTRITION

Q3 2026

2026 Global Trends, Consumer Insights & Regulatory Landscape

2026

Data Cutoff:
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releases and authoritative
industry reports



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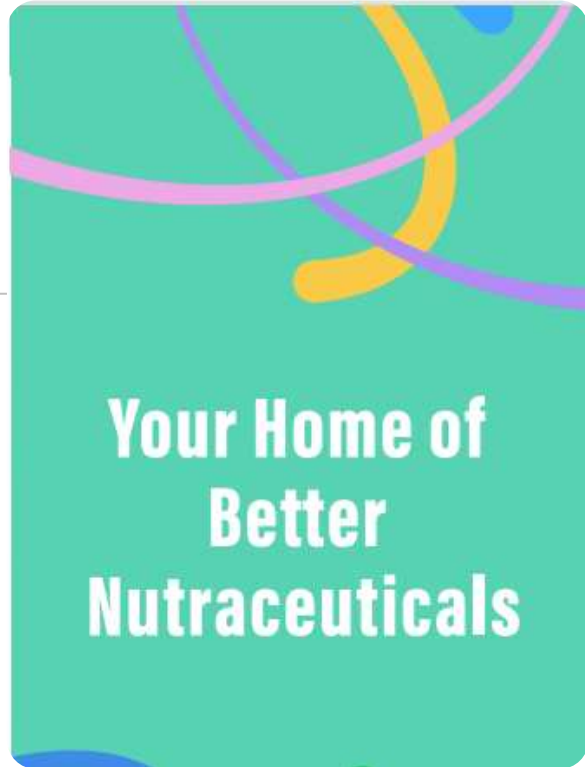
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The report provides an objective overview of the market size, consumer behavior, core ingredient trends, and global compliance framework. All data sources are clearly indicated, and the analysis remains neutral.

Global GLP-1 companion product market size in 2026

Projected in 2036

\$5.2 billion **\$14.4 billion**

1.1 Current Status Preview

The widespread use of GLP-1 receptor agonists (represented by semaglutide) is reshaping the nutritional supplement industry's sub-sectors. The latest survey data from June 2026 shows that approximately 13.1% of adults in the United States reported using GLP-1 receptor agonists (primarily for weight loss), corresponding to approximately 33.8 million users. The drastic reduction in calorie intake, muscle loss, and altered gastrointestinal motility caused by these drugs have spurred the high-growth market of "GLP-1 companion nutrition."

1.2 Market size

Based on the definitions provided by organizations such as Fact.MR, the global GLP-1 companion product market size was approximately US\$5.2 billion in 2026 and is projected to **reach US\$14.4 billion by 2036** (CAGR of 10.7%). The broader market for "GLP-1 friendly products" (including food, beverages, and supplements) is estimated at **\$62.2 billion in 2026**.

02. Key Market Data: Global Size and Growth Drivers of Companion Nutrition

index	data	source
US GLP-1 drug usage rate (2026)	13.1% of adults (approximately 33.8 million)	KFF Health Tracking Poll, June 2026
Global GLP-1 companion product market size (2026E)	\$5.2 billion	<u>Fact.MR</u> , <i>GLP-1 Companion Products Market</i> , 2026
Forecast value (2036E)	\$14.4 billion	<u>Fact.MR</u> , <i>GLP-1 Companion Products Market</i> , 2026
Compound annual growth rate (2026-2036E)	10.7%	<u>Fact.MR</u> , <i>GLP-1 Companion Products Market</i> , 2026
Global GLP-1 Friendly Product Market (2026E)	\$62.2 billion	Bain & Company / Innova Market
The companion nutrition supplement submarket (2026E)	≈\$2.23 billion	<u>Fact.MR</u> , 2026
High-protein products account for a significant portion of the companion product market.	31.9%	Innova Market Insights, 2026
The reduction in average calorie intake among users	21%	Bain & Company, 2025
Lean body mass loss as a percentage of total weight loss	25%-40%	<i>Obesity Reviews</i> meta-analysis, 2025

At the Vitafoods Europe trade show in May 2026, several industry media outlets (such as Nutrition Insight and FoodBusinessNews) listed GLP-1 companion nutrition as one of the most dominant trends, reflecting the attention it receives from the supply side.

3.1. Expanding user base

Oral formulations such as semaglutide have been approved in multiple countries, **lowering the barrier to use**. A GlobalData Q1 2026 survey showed that among people who had previously discontinued GLP-1, 44.1% considered restarting treatment due to the availability of oral formulations.

Research on GLP-1 drugs is expanding into areas such as cardiovascular risk reduction, obstructive sleep apnea, and metabolic-related fatty liver disease, potentially further broadening the user base.

3.2. Expanding indications

3.3. Increased awareness of self-nutrition management

ADM Research's survey found that 74% of users reported increased satiety, 73% paid more attention to portion control, and 69% placed greater emphasis on nutritional intake, which provides a demand basis for companion nutrition products.

Data from Mintel in the UK shows that approximately 70% of users reduced their spending on snacks and sweets, 54% increased their consumption of high-protein products, and 40% increased their spending on vitamins and supplements. In the first six months after starting medication, household grocery spending decreased by an average of about 4% (Numerator US panel data).

3.4. Consumer spending transfer

Data source : [Fact.MR](#), 2026; Bain & Company / Innova Market Insights, 2025; KFF, June 2026; ADM Outside VoiceSM Consumer Survey, 2025.

04. Consumer Insights: Behavioral Changes and Nutritional Gaps

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4.1 User Profile Sketch

KFF (formerly Kaiser Family Foundation) June 2026 survey: **13.1% of the U.S. adult population reported using GLP-1 drugs** (mainly for weight loss). Global Data multi-country survey (US, UK, China, Brazil, etc., n=6,800): **79% listed weight loss as the main purpose, 58% included diabetes management**; nearly half regarded GLP-1 as a lifestyle intervention tool.



4.2 Core nutritional gap

Muscle loss

During weight loss, 25%-40% are lean body mass loss, which leads to a decrease in basal metabolic rate and makes it easy to rebound.

Insufficient nutrient intake

The risk of deficiencies in protein, iron, vitamin D, calcium, and B vitamins increases due to long-term low energy intake.

Gastrointestinal motility disorder

Approximately 30%-50% of users experience constipation and bloating, which affects their food intake and digestive efficiency. These physiological responses form the starting point for the design of companion nutritional products.

Data source: KFF, 2026; GlobalData Q1 2026; Bain & Co., 2025; Mintel, 2026; Numerator, 2026; Obesity Reviews, 2025.

Trend 1: Creatine – Expanding Audience and Applications

The applications of creatine monohydrate are expanding from traditional sports nutrition to general weight management. Euromonitor data for 2026 shows that global demand for creatine raw materials increased by 42% year-on-year. Semantic analysis of reviews on Amazon US and UK sites shows that approximately 28% of new demand is related to GLP-1 use, specifically for "maintaining lean body mass and daily vitality."



Some independent studies (such as the Journal of Nutrition 2025, 155(3):821-829) suggest that supplementing with 3-5 grams of creatine daily during a low-calorie diet, combined with moderate activity, may help slow the decline in lean body mass and maintain muscle function. **In the market, creatine products are available in diverse forms, including gummies and ready-to-drink liquids, offering low-dose, highly acceptable formulations, with increasing penetration, especially among women over 40.**

Trend 2: High-protein supplements **– the largest subcategory in the companion product market**

According to Innova Market Insights' 2026 Protein Trends Report, high-protein products will account for approximately 31.9% of the GLP-1 companion market.

Protein is listed as the number one global food and beverage trend in 2026.



Powder formulations account for 24.8% of the companion product market due to their portability and flexible dosage (Fact.MR).

High-purity plant protein (compound formulas of peas, chickpeas, etc.) has seen significant growth among women and in daily meal replacement scenarios due to its clean label properties.

Dairy ingredient suppliers such as Arla Foods Ingredients have launched high-protein solutions for GLP-1 applications.

Trend 3: Digestive enzymes and dietary fiber

– targeting slowed gastrointestinal motility

GLP-1 receptor agonists, by delaying gastric emptying, may cause digestive discomfort and changes in bowel frequency. SPINS' Q1 2026 US natural product sales data show that products labeled "digestive support" or "promotes regularity" saw a 57% year-over-year increase in sales.



Typical formulations contain a combination of multiple enzymes, including lipase, protease, and amylase, along with soluble fibers such as partially hydrolyzed guar gum or fructooligosaccharides. Their claims focus on "helping break down food" and "supporting digestive comfort," avoiding medical claims.

Trend 4: Inulin propionate

– A newly approved functional ingredient in the EU

On June 10, 2026, the European Commission approved inulin propionate ester (IPE) as a novel food ingredient under the Novel Food Regulation (EU) 2015/2283. Clinical studies (such as Chambers et al., Gut 2019) have shown that 10 grams of IPE daily can produce propionic acid through intestinal fermentation, stimulating the secretion of endogenous GLP-1. Related trials have observed a trend towards prevention of weight gain and retention of lean body mass.



This ingredient is permitted for use in blood sugar management health foods, functional meal replacements, and dietary fiber additives, providing a compliant pathway for natural gut intervention.

Data source: Euromonitor, 2026; Innova Market Insights, 2026; [Fact.MR](#), 2026; SPINS, Q1 2026; EU Commission Implementing Decision (2026/XXX); Chambers et al., 2019.

EU: Strict Boundaries Between Health Claims and Labelling

***The legal nature of "GLP-1 friendly" Claims :** EU Regulation (EC) No 1924/2006 regulates health claims. Directly labeling a product as "GLP-1 friendly" or implying that it supports GLP-1 functionality is likely to be classified as a health claim or a claim of reduced disease risk, and there are currently no approved GLP-1-related health claims in the EU registry.

***New Food Compliance Pathway:** New functional ingredients (such as IPE) developed to serve GLP-1 users must obtain new food authorization in accordance with (EU) 2015/2283 before they can be legally marketed.

***Examples of enforcement by member states:** Member states such as Austria have made it clear that imported products that prominently display the words "GLP-1" on their labels may face penalties for violating the relevant regulations.

***Subtle Differences in Claim Strategies:** Describing a product as suitable for "nutritional support during a low-calorie diet" or "weight management phase" is fundamentally different in terms of legal risk from claiming that the product can "increase GLP-1 levels" or "assist with GLP-1 therapy." The former is closer to a description of the intended use case, while the latter is more likely to fall into the realm of health claims or pharmaceutical claims.

United States: Dietary Supplements and Structure-Function Claims

***The US FDA regulates GLP-1 supplements under the DSHEA framework.**

GLP-1 companion supplements may make structural/functional claims (such as "helps maintain lean body mass"), but must be accompanied by a disclaimer stating that they are not intended to diagnose, treat, cure, or prevent any disease, as evaluated by the FDA.

***It is strictly prohibited to claim that a product can treat, alleviate, or prevent drug side effects, or to serve as a substitute for prescription drugs.**

***If a product contains a "new dietary ingredient" (NDI) that was not available before 1994, a notification must be submitted to the FDA 75 days before the product is launched.**

Implications for industry participants

They claim that compliance is a core prerequisite for global expansion, especially since the EU's zero-tolerance policy requires companies to conduct legal assessments at the product concept stage.

Novel food applications (EU) and NDI notifications (US) have time cycles and may constitute a time-series barrier to market entry.

Completing legal assessments in multiple regions during the product concept phase helps reduce subsequent enforcement risks.

Vitafoods Europe 2026 Observations

At Vitafoods Europe in May 2026, several exhibitors launched high-protein drinks, portable nutritional snacks, and micronutrient blends targeting the GLP-1 market. According to Nutrition Insight, the three core challenges discussed by the exhibiting brands—muscle loss, gastrointestinal discomfort, and nutrient depletion—are also the focus of formulation innovation. The increasing use of customized premixes and co-creation models reflects a shift in demand from standardized products to precise formulations.

Supply chain and product structure characteristics

Dosage Forms and Scenarios: Powders account for 24.8% of the market share, while home use accounts for 35.8% (Fact.MR). Ready-to-drink, gummies, and oral dissolving films are experiencing rapid growth. Subscription-based monthly delivery packages are becoming increasingly popular.

Raw Materials: Demand for functional ingredients related to metabolic management (such as protein, fiber, digestive enzymes, and creatine) is strong. Clean labeling and sustainability certification have become key supplier selection criteria.



08. Market Opportunities: Entry Points for Brands and Manufacturers

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Based on publicly available data, market opportunities can be summarized into three key areas.

Opportunity Areas	Support data	Key competency directions
Muscle maintenance nutrition	High-protein products account for 31.9% of the companion product market; creatine demand grows by 42%.	High protein formula stability, taste masking, creatine microencapsulation
Digestive health support	Sales of digestive enzymes/fiber products increased by 57%; demand for gut health ingredients increased by 15% (SPINS)	Multi-enzyme compounding technology, synergistic effect of fiber and prebiotics, and tolerance verification
Precise supplementation of micronutrients	Users face deficiencies in iron, vitamin D, and calcium; the demand for high-density nutritional supplements is clear.	Precise dosage design and liposome/microencapsulation enhance bioavailability

This report makes no recommendations regarding any products or strategies. It only presents the market landscape and compliance considerations based on currently available publicly available information for industry stakeholders to refer to when making decisions.

Based on global data and industry trends, the GLP-1 companion nutrition field exhibits the following observable trends:

User base growth is expected: the expansion of oral dosage forms and indications is expected to further increase the user base, and the demand for companion nutrition will increase accordingly.

Demand extends from the medication period to the entire life cycle: weight maintenance, metabolic repair, and body composition reconstruction after medication discontinuation may form a longer consumption chain.

Compliance capabilities have become a crucial competitive moat to market participation: the EU's stringent scrutiny of GLP-1 related claims and the US's continued focus on suggestive marketing mean that companies that complete their claim strategy compliance and new food/NDI applications ahead of time will be able to enter several major markets more smoothly.

Precision and convenience are the directions for product evolution: dosage form innovations such as powders, strips, and gummies, combined with precise formulations targeting specific nutritional deficiencies (muscle, digestion, and trace elements), will continue to lead product development.

Fact.MR, GLP-1 Companion Products Market, 2026.

Bain & Company & Innova Market Insights, *The GLP-1 Food & Beverage Opportunity*, 2025.

KFF Health Tracking Poll, *Weight Management Drug Use*, June 2026.

GlobalData, *GLP-1 User Nutrition & Lifestyle Survey*, Q1 2026 (n=6,800).

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Mintel, *UK Weight Management & High Protein Trends*, 2026.

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Obesity Reviews, *Meta-analysis of Body Composition Changes during GLP-1 RA Therapy*, 2025.

Euromonitor International, *Creatine Ingredient Trends*, 2026.

Journal of Nutrition, 2025;155(3):821-829.

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EU Commission Implementing Decision authorising Inulin Propionate Ester, June 2026.
Chambers, E.S. et al., *Gut*, 2019.

Regulation (EC) No 1924/2006; Regulation (EU) 2015/2283.

FDA, *Dietary Supplement Health and Education Act*; Warning Letters 2025-2026.

Vitafoods Europe 2026, coverage by Nutrition Insight and FoodBusinessNews.

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