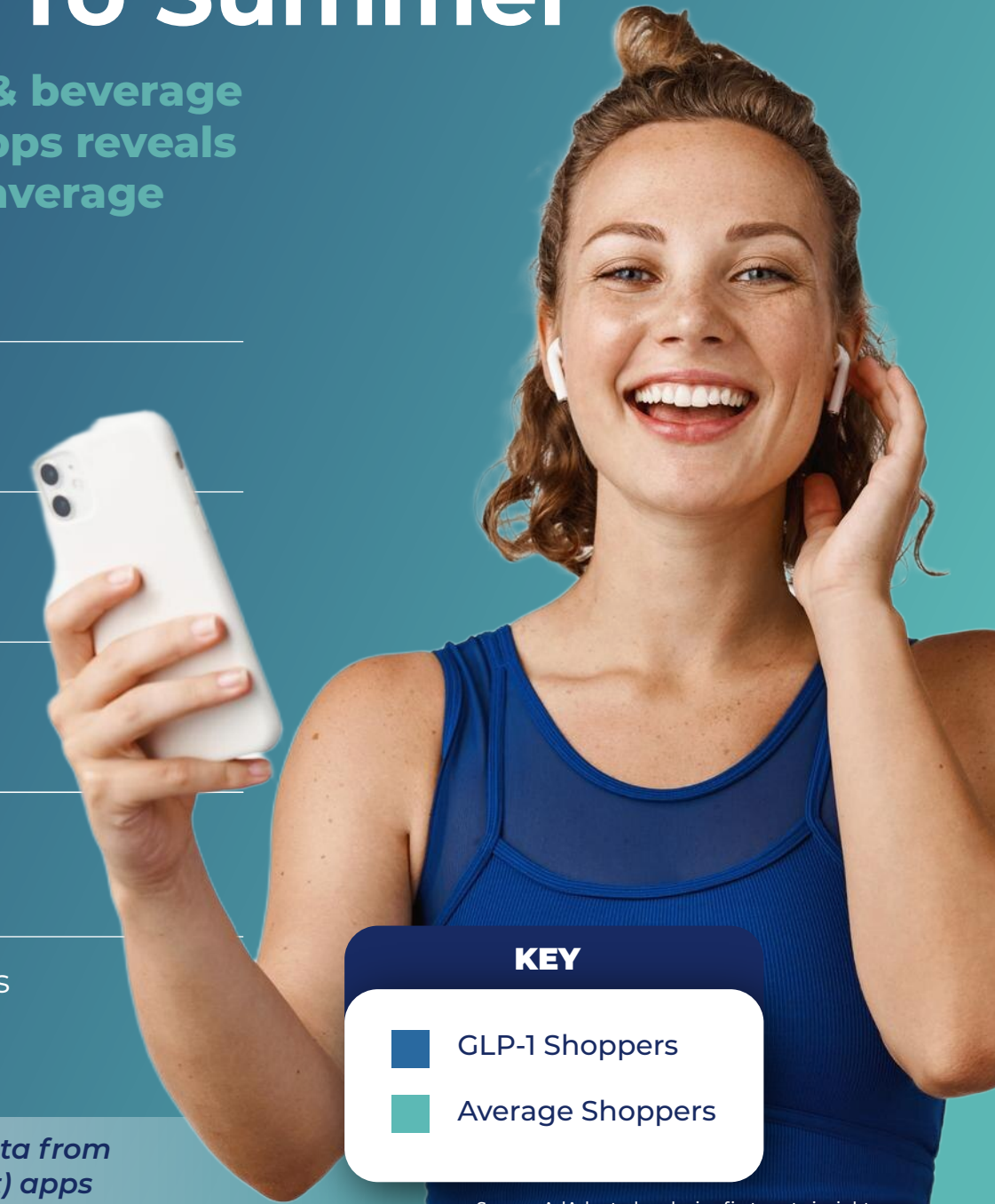
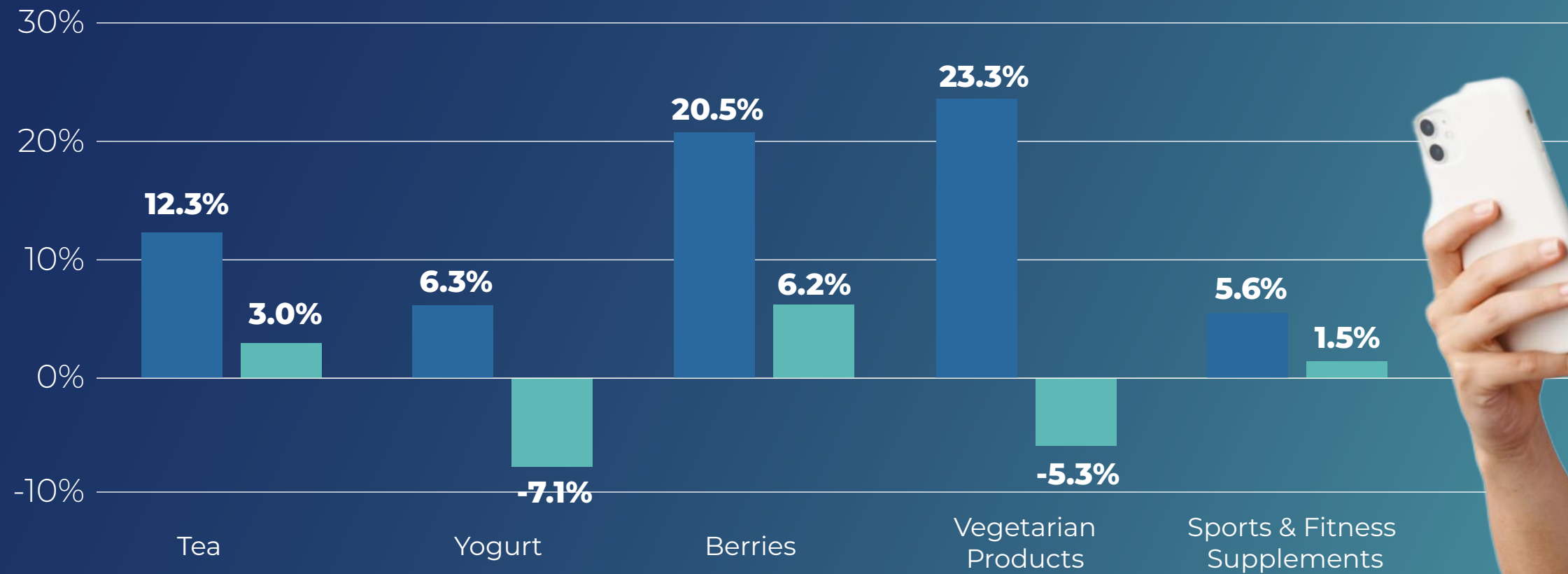


GLP-1 Shoppers vs. The Average Consumer: Shopping Habit Shifts From Spring To Summer



GLP-1s have not only helped consumers lose weight, they're changing food & beverage preferences and purchases. The analysis of 45 top CPG pre-shop planning apps reveals how GLP-1 consumers change their summer eating habits compared to the average consumer as illustrated by these five healthy CPG categories below.



KEY

- GLP-1 Shoppers
- Average Shoppers

Percentage change from spring to summer for GLP-1 shoppers versus the average shopper based on data from 190 million CPG products added to AdAdapted's exclusive network of pre-shop planning (or grocery list) apps

Source: AdAdapted exclusive first-party insights