

## Weighty issues as more shoppers take weight-loss medications



The adoption of anti-obesity medicines (AOMs) has the potential to influence food consumption patterns among the consumers who use the drugs. Walmart, Nestle, and the Kellogg spinoff snack company Kellanova are among the companies recently speculating about the impact more shoppers taking weight-loss drugs will have on their business. Just 7% of shoppers report having used injectable AOMs like Ozempic and Wegovy, but as the drugs become more mainstream, [AOM adoption will materially impact the food and beverage industry, with variations by category and brand.](#)

The expectation is that AOM patients will cut back the most on food and beverages high in sugar and fat such as candy, baked goods, salty snacks, sugary drinks, and even alcohol. Food and beverage brands, grocery retailers, and restaurants can also expect weaker demand in general and will need to adapt to the changing preferences of consumers using these medications. OTC brands may benefit from increased AOM adoption as new users look to offset common side effects such as nausea, diarrhea, and constipation.

**7%**  
of all shoppers report using injectable weight-loss drugs like Ozempic or Wegovy

Shopper segments more likely to use injectable AOMs:	18-34	35-54	Albertsons*
	<b>12%</b>	<b>8%</b>	<b>11%</b>
	<b>10%</b>	<b>9%</b>	<b>9%</b>

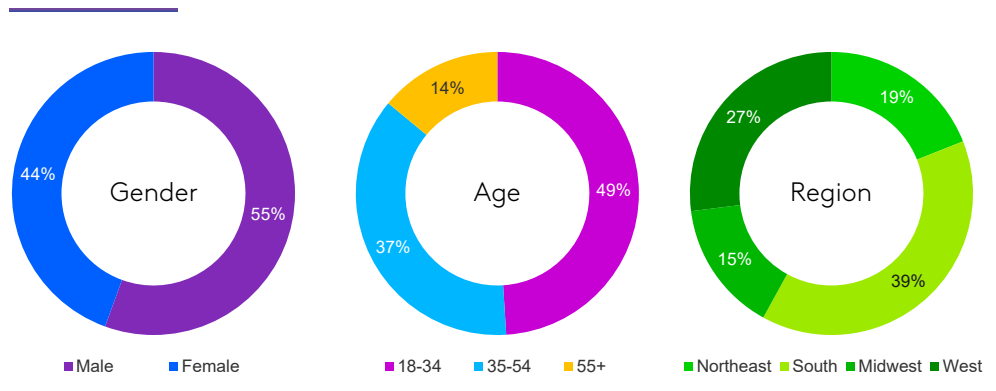
\*all banners

Shoppers who use injectable AOMs are more likely than all shoppers to understand the connection between eating and health, but are also more likely to admit they have a hard time sticking to a healthy diet.

**55%**  
"I think I have a good understanding of the link between what I eat and my health" (vs. 44% of all shoppers)

**41%**  
"I want to eat healthy foods, but have hard time sticking to a healthy diet" (vs. 28% of all shoppers)

### Profile of Shoppers Taking Weight-Loss Drugs



Source: ShopperScope, Health & Wellness 2.0 Deep Dive, May 2023