

FOR IMMEDIATE RELEASE

Media Relations:

Paulina Heinkel

332.877.5339

Media.request@iff.com

Investor Relations:

Michael Bender

212.708.7263

Investor.Relations@iff.com



Where science
& creativity meet

PRESS RELEASE

IFF Unveils Game-Changing Outlook on GLP-1 Consumers

New research reveals how food and beverage brands can lead innovation for millions facing sensory and nutritional challenges

NEW YORK – June 4, 2025 – NEW YORK — [IFF](#) (NYSE: IFF), a global leader in food, beverage, and [health and wellness](#), has released a new report highlighting how the rapidly growing [GLP-1](#) consumer market is reshaping the sensory experience and nutritional needs associated with eating and drinking. The report outlines how [food and beverage](#) manufacturers can better support this emerging consumer segment with products that align with their evolving preferences.

“IFF is empowering our customers to lead the next wave of food and beverage [innovations](#) beyond traditional formulations, including helping GLP-1 consumers have choices they desire,” said Erik Fyrwald, IFF CEO. “We aim to bring back the joy of eating and drinking by offering more healthy, great-tasting nutrition choices for all consumer segments, including GLP-1 users.”

Disconnect on three levels

Despite the rapid rise in GLP-1 medication use, most food and beverage products fall short of meeting the needs of these consumers—or aligning with how they now experience food. IFF has identified a disconnect on three key levels:

1. **Nutritional:** GLP-1 users are eating less but require more from every bite and sip. They need nutrient-dense, smaller portions that efficiently deliver protein, fiber and hydration—without overwhelming flavors.
2. **Sensory:** Eighty-five percent of GLP-1 consumers report significant changes in their food and beverage preferences. Common aversions include fatty foods, sweets, deli meats, coffee and alcohol. Dry, sticky or dense textures are also frequently rejected.
3. **Emotional:** Many consumers are navigating a changed relationship with food—one that may involve a sense of loss, social disruption and a search for new meaning in nourishment.

Understanding the GLP-1 Consumer Personas

IFF is in the early stages of exploring GLP-1 consumer segmentation to help brands move beyond a one-size-fits-all approach toward one grounded in empathy, specificity and long-term relevance. The company’s latest outlook introduces key consumer personas, which are expected to evolve over time:



Where science
& creativity meet

- **Health Hacker Holly:** Proactive, data-driven and focused on long-term wellness, she views GLP-1 as part of a broader bio-optimization journey. She seeks functional benefits in formats such as protein bars, smoothies and enriched hydration blends, prioritizing high-quality protein, added fiber and digestive support.
- **Remedy Reacher Ron:** Often managing chronic conditions such as diabetes, he uses GLP-1 to reclaim his health and sees food as both medicine and [maintenance](#). He looks for fortified snacks and gut-friendly options aligned with medical guidance, favoring meal kits and low-glycemic shakes.
- **Glow Getter Gail:** Transformation-minded and focused on lifestyle and self-image, she wants food that aligns with her goals and identity—aspirational yet approachable, with “glow-up” appeal. She seeks portion-conscious indulgences, beauty-boosting nutrition and enjoyable flavors in formats such as smoothies, functional waters and shareable treats.

The outlook also outlines how the food and beverage needs of each GLP-1 persona evolve over time. In the **initial treatment phase**, consumers need support managing smaller portion sizes and medication side effects. The **transitional phase** focuses on preventing regression, requiring flexible serving sizes and flavor intensity options that adapt to changing cravings. In the “**forever**” phase, consumers seek to sustain their new routines with habit-forming formats for daily use, nutritional fortification and pre-portioned, high-satiety foods.

Driving Empathy-Powered Innovation

IFF has introduced a comprehensive framework to support food and beverage manufacturers in addressing the complex sensory and nutritional needs of GLP-1 consumers. The framework is designed to guide both the reformulation of existing products and the development of new offerings, tackling challenges such as muscle mass maintenance, satiety, digestive support and sensory preferences. To demonstrate practical applications, IFF has developed a suite of AI-refined, consumer-tested product concepts that show how manufacturers can optimize their portfolios for this rapidly expanding market.

For more information, download the 2025 GLP-1 Consumer Opportunity Outlook [here](#) to uncover more insights and consumer-tested concepts.

###

Welcome to IFF

At IFF (NYSE: IFF), an industry leader in food, beverage, health, biosciences and scent, science and creativity meet to create essential solutions for a better world – from global icons to unexpected innovations and experiences. With the beauty of art and the precision of science, we are an international collective of thinkers who partners with customers to bring scents, tastes, experiences, ingredients and solutions for products the world craves. Together, we will do more good for people and planet. Learn more at [iff.com](#), [X \(Twitter\)](#), [Facebook](#), [Instagram](#), and [LinkedIn](#).

[iff.com](#)

©2025 International Flavors & Fragrances Inc. (IFF). IFF, the IFF Logo, and all trademarks and service marks denoted with TM, SM or [®] are owned by IFF or affiliates of IFF unless otherwise noted. All Rights Reserved.