

HOW EATING PATTERNS ARE CHANGING ON GLP-1s



- Reduced appetite and cravings¹
- Smaller portion sizes and consuming fewer calories
- Increased risk for **nutritional deficiencies**—especially **protein, iron, vitamin D and B vitamins**^{2,3}

WHAT GLP-1 USERS ARE BUYING—AND WHY IT MATTERS

Research shows that within six months of starting GLP-1 medications, shoppers are:

- Spending more on nutrient-dense and high-protein foods⁴
- Spending less on groceries,⁵ sugary and refined carb foods, or snacks⁵



Rising demand for protein-forward convenience foods: GLP-1 users are purchasing more animal protein, particularly in ready-to-eat, grab-and-go and minimally processed formats.

Nutrient-dense solutions win: With reduced intake, every bite matters. Pork delivers more protein and nutrients per calorie than many plant-based or carbohydrate-heavy options. Highlight protein grams, use “lean” or “low fat” banners on labels, and add nutrient info like “a source of B12 and zinc.”

PORK’S NUTRITIONAL ADVANTAGE

Pork delivers the complete protein and essential nutrients GLP-1 users need in smaller portions that work with reduced appetites.

Protein: Pork is a **high-quality, complete protein**, ideal for maintaining lean body mass.⁶ It also supports muscle health, weight management and satisfaction at mealtime.^{7,8,9}

Nutrient-Dense Whole Food: Pork provides 10 essential nutrients, including those often deficient in GLP-1 medication users⁶—B vitamins, selenium, magnesium, zinc, choline, iron and phosphorus.

Superior Protein Efficiency: Pork offers **nearly three times the protein of beans** and is more easily used by the body for similar calories.*¹⁰

	Pork Tenderloin*	Black Beans*	Strip Steak*	Impossible Burger*
Serving Size	3 ounces	½ cup	3 ounces	1 patty
Protein	22.3 grams	7.25 grams	22.4 grams	19 grams
Calories	122	109	224	231

* FoodData Central ID numbers 168250, 175238, 169539 and 2664239.



SMART MEAL IDEAS FOR GLP-1 USERS

GLP-1s may be top of mind for your retail dietitians and health professionals, but the meat department has a unique opportunity to influence how your customers achieve their lifestyle goals.

With fresh pork cuts, you can inspire shoppers to fill their carts with meals and snacks that balance taste, protein and portion control, like the following:

COLD AND PRODUCE-PACKED

- Pork loin + apple slices + low-fat cheese
- Ground pork + lettuce leaves + cucumber + carrot sticks + purple cabbage

PORK + PRODUCE POWER COMBOS

- Pork tenderloin + romaine lettuce + peaches + avocado + jalapeno
- Pork tenderloin + tomatoes + peppers + rice

WARM AND VEG-HEAVY MEALS

- Pulled pork + apple slaw + whole grains
- Pork meatballs + zucchini noodles + tomato sauce



OPPORTUNITIES TO DIFFERENTIATE: PUT PORK FRONT AND CENTER

Your customers are looking for guidance and inspiration, not just groceries. Here are a few ways you can activate this opportunity across merchandising, meal solutions and marketing:

Offer Smaller Pack Sizes: Pork tenderloin medallions or 4-ounce center-cut loin chops trimmed of fat.

Cross-Merchandise With Produce and Center Store: Partner with other departments to inspire customers, make shopping easy and convenient, and grow baskets.

Look to bundle sale: "Buy 1 Pork Tenderloin, Get 50% off a Bag of Salad Mix" that pairs fresh pork with produce.

Display and Point of Sale: The options are endless—In-Store Signage, On-Pack Messaging, Digital Ads, Shoppable Recipes, Meal Kit Displays, Virtual Classes, Ad Features, etc.

Ready-to-Eat Meals: Simplify mealtime with prepared pork entrees that are portion-controlled (e.g., 250- to 300-calorie range) and high in protein such as stir-fry bowls, tenderloin medallions and vegetables, un-sauced pulled pork.

NOW WHAT: LEAD THE WAY

Consider these steps as you look to seize this emerging opportunity and turn customer demand into sales:

Curate the Right Assortment: Review your product mix, and add or feature items that fit the high-protein, portion-controlled demand.

Message to Mindful Choicemakers: More influenced by the GLP-1 movement than the average U.S. consumer and motivated by nutrition and healthy choices,^{7,8} this segment makes up 14% of U.S. households and who over index on fresh pork sales.⁸

Scan to find out more about Mindful Choicemakers and other segments.



Educate Your Team: Make sure your team, meat department employees and in-store dietitians/wellness staff understand the GLP-1 trend and pork's opportunity to support.

Leverage In-Store Dietitians or Wellness Programs: Collaborate with your dietitian team to strategically message and merchandise to enhance each other's efforts.

Lean Into Display and Digital: The National Pork Board is here to support you. As you consider opportunities to engage with your GLP-1 customers, let us know how we can help.

KEY TAKEAWAY

Now is the time to act: Incorporate these insights into your sales conversations, product development and merchandising plans. By doing so, you'll position pork as a solution for today's evolving dietary needs and help customers using GLP-1 medications stay strong, satisfied and nourished on their journey.



**TASTE WHAT
PORK CAN DO.™**

¹ Obesity. 2025;33(8):14075-1503. ² Obesity Pillars. 2025;100186. ³ Meat Demand Monitor: Protein in the GLP-1 Era. Ag Manager website. https://www.agmanager.info/sites/default/files/pdf/MDM_QuarterlyInsight_Q4-2024_Bina.pdf. Accessed August 18, 2025. ⁴ Journal of Nutrition. 2020;150(3):475-482. ⁵ Nutrients. 2023;15(13):2870. ⁶ NPB Checkoff Funded Research - At Home Meat Tracker 2024 ⁷ NPB Checkoff Funded Research - Consumer Connect Playbook 2023