



Rethinking Weight-loss

Ozempic and other GLP-1 medications are reshaping the conversation around weight loss. Originally for diabetes management, they came with an unexpected side effect—reduced appetite and weight loss. Now, they’re being prescribed globally as a weight management tool, with increasing demand in markets like the USA,

With consumer interest high, the food, beverage, and supplement industries are responding. Brands are launching nutrient-dense, portion-controlled products. We’re also seeing natural ingredients containing compounds which support metabolic health by enhancing insulin secretion and improving glucose absorption in muscle cells. While uptake in Australia and New Zealand has been slower, that could change as awareness grows. Will we see a shift in demand locally?

- Globally, weight management is the top physical health concern for consumers, causing a 10% growth in new product launches with weight management claims over the past year. (Innova Insights, 2024)

- 41% of global consumers say they would be willing to use GLP-1 drugs/injections. (FMCG Gurus, 2024)

- Only 10% of Aussie and 11% of Kiwi consumers agree that diabetes drugs that reduce appetite are a good solution for weight loss. (Mintel, 2024)

On the Shelves



Codeage GLP-1 Collagen Peptides Powder features Nextida GC, a hydrolysed collagen powder with a distinct peptide profile. (USA)



ISOWHEY GLP-1 Nutrition Shake to support muscles with protein, digestion with fibre, and B-vitamins for energy. (AU)



Nutra Balance Nutritional Protein Drink to support your GLP-1 Plan by keeping you hydrated and nourished on your journey. (AU)



Nestle has released the Vital Pursuit brand to support GLP-1 users. High in protein, high in fibre, and containing portion-aligned essential nutrients. (USA)



On the Shelves



SoWell launched a three-part supplement system designed for GLP-1 users and their side effects. Electrolytes, Protein and Fibre. (USA)



Re'Drinks Re'Duce Lemon Crush Weight Management Drink. Claims to bolster metabolism with the blend of PhytoCann BP. (AU)



The Gut Healthy GLP-1 Booster from Supergut claims to “turn any food into a gut healthy, hunger quieting superfood with out GLP-1 boosting prebiotic mix.” (USA)



Lemme GLP-1 Daily Capsules claim to promote your body's GLP-1 production and more with clinically tested ingredients - Eriomin®, Supresa® & Morosil™. (USA)

As consumer interest in GLP-1 grows, brands can stand out by leveraging FSANZ-approved claims like 'good source of protein' and 'contributes to weight management.'

While FSANZ doesn't have a defined “satiety” claim, brands can leverage approved nutrient content claims such as “good source of protein,” “excellent source of fibre,” or “contributes to weight management” (when meeting FSANZ conditions). As Mintel suggests, it's time to start preparing for the GLP-1 consumer—because their demand for smarter, smaller, and more functional food is only getting stronger.



HW Hawkins Watts Offerings

- ✓ Fibre
- ✓ Vitamins & Minerals
- ✓ Whole Fruit Powders (Feiolix®)
- ✓ Hydrolysed Collagen (including a blood sugar control collagen)
- ✓ Health & Nutrition Ingredients
- ✓ Natural Colours & Flavours
- ✓ Coconut Cream Powder (non-dairy)

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