

Snack Industry Sentiment Report: GLP-1 Drug Impact on Consumer Appetite and Behavior

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Executive Summary

Recent shifts in public behavior related to GLP-1 drugs (e.g., Ozempic, Wegovy, Mounjaro) are signaling a notable decline in snack food consumption across key demographics. Analysis of social media conversations, influencer commentary, and digital news articles from January–June 2025 suggests an accelerating cultural association between GLP-1 usage and "mindful eating" or reduced snacking behavior.

This report summarizes observed sentiment and behavioral themes, highlights potential brand risk, and outlines strategic areas for repositioning.

Key Findings

1. Declining Appetite Signals Are Commonplace

Social media analysis across Twitter, Reddit, TikTok, and Instagram Stories suggests users on GLP-1s frequently report significant decreases in cravings for snack foods, especially high-carb, high-fat products.

> "I used to kill a bag of Doritos after work. Now I open the pantry and feel... nothing." — @healthyamy_t, TikTok (42.1K views)
> "GLP-1s made me forget I even liked chips. I just don't care anymore." — Reddit /r/GLP1community

****Sentiment Analysis Results (Sample Size: 1,200 posts):****

Sentiment	% of Posts	Common Topics	
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Negative toward snacking	54%	cravings gone, lost taste for sugar, too full	
Neutral	27%	portion control, forgetting meals, snack alternatives	
Positive toward snacking	19%	miss snacking, trying healthier chips, small indulgences	

2. Media Framing Reinforces Appetite Suppression Narrative

Over the last 6 months, mainstream media outlets have amplified the appetite-reducing narrative of GLP-1s. Over 60 articles in top-tier outlets (WSJ, NYT, Axios, Wired, etc.) mention the impact of GLP-1 drugs on consumer food habits.

- "The \$100 Billion Snack Industry Is Eyeing a Shrinking Stomach" — Wall Street Journal headline, April 2025
- "Why Big Food Is Worried About Ozempic" — Axios, March 2025

News content consistently links GLP-1s to:

- Reduced emotional eating
- Declining consumption of impulse snacks
- New health norms among Millennials and Gen Z

3. Implications for Snack Categories

Categories perceived as "indulgent" or "processed" are most affected:

Snack Category	Risk Level	Observed Shift	
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Chips & Crackers	High	no longer crave salty snacks	
Cookies & Candy	High	sugar now feels gross	
Nutrition Bars	Medium	only eat half now	
Trail Mix & Nuts	Low	still snack, more nuts and protein	
Veggie-Based Snacks	Low	healthier snacks still in rotation	
