

# Impact of GLP-1 Drugs on FMCG market



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# Impact of GLP-1 Drugs on FMCG Market

Cover

Overview

Drug Sales

FMCG Sales

Demographics



\$36.46K

Total drug sales



12.17K

Total drug unit sold



\$100.5

Avg. price per unit dosage of drug



80.11%

Avg. % of Insurance coverage

Category

Frozen Foods

Manufacturer

Nestlé

Parent Brand

Nestlé

Sub-brand

Stouffer's

Product Na...

Healthy/Better-fo...  
15

Confectionery  
12

Frozen Foods  
12

Snacks  
12

Beverages  
11

Sauces & Condim...  
11

Alcoholic Beverages  
10

Cereals & Breakfa...  
10

Total Categories  
135

Nestlé  
4

Conagra Brands  
3

Kellogg Company  
3

Amy's Kitchen  
1

McCain Foods  
1

Nestlé  
4

Stouffer's  
2

Hot Pockets  
1

Lean Cuisine  
1

Stouffer's Frozen ...  
1

Stouffer's Lasagna  
1



## Revenue (Billions USD) by Brand Name

|           |  |      |
|-----------|--|------|
| Trulicity |  | 5.1K |
| Tanzeum   |  | 5.1K |
| Adlyxin   |  | 5.1K |
| Mounjaro  |  | 5.0K |
| Byetta    |  | 2.8K |
| Victoza   |  | 2.7K |
| Bydureon  |  | 2.7K |
| Saxenda   |  | 2.2K |
| Rybelsus  |  | 2.0K |
| Wegovy    |  | 1.9K |
| Ozempic   |  | 1.7K |



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Overivew

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\$12.32K

Total drug sales



4.10K

Total drug unit sold



\$100.5

Avg. price per unit dosage of..

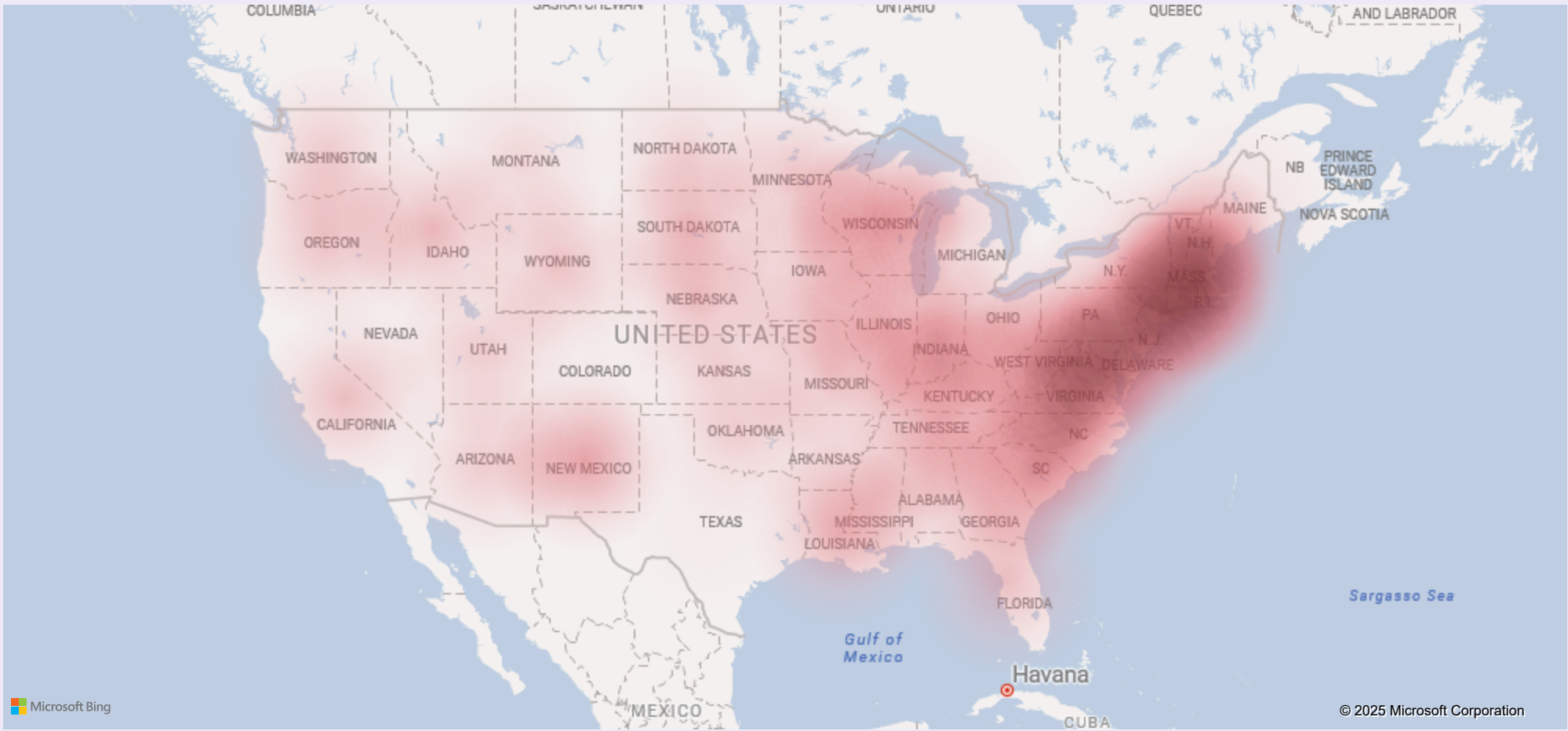


80.24%

Avg. % of Insurance coverage

⚠ This visual type is being retired soon. Upgrade now to avoid errors.

Upgrade



Metric Selector

- ☐ Units Sold (Millions)
- ☒ Revenue (Billions USD)
- ☐ Patient Count
- ☐ Market Share (%)

2023

2024

2025

Month

Deselect all

April

August

December





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Activia Yogurt

Amul Butter

Amy's Frozen Pizza

Amy's Organic Soup

Annie's Organic Cheddar Bunnies

Applegate Organic Hot Dogs

Arla Milk

Bacardi Rum

Baileys Irish Cream

Barbara's Puffins Cereal

Ben & Jerry's Ice Cream

Beyond Burger

Birds Eye Frozen Vegetables

Blue Buffalo Life Protection For...

Blue Diamond Almonds

Budweiser Beer

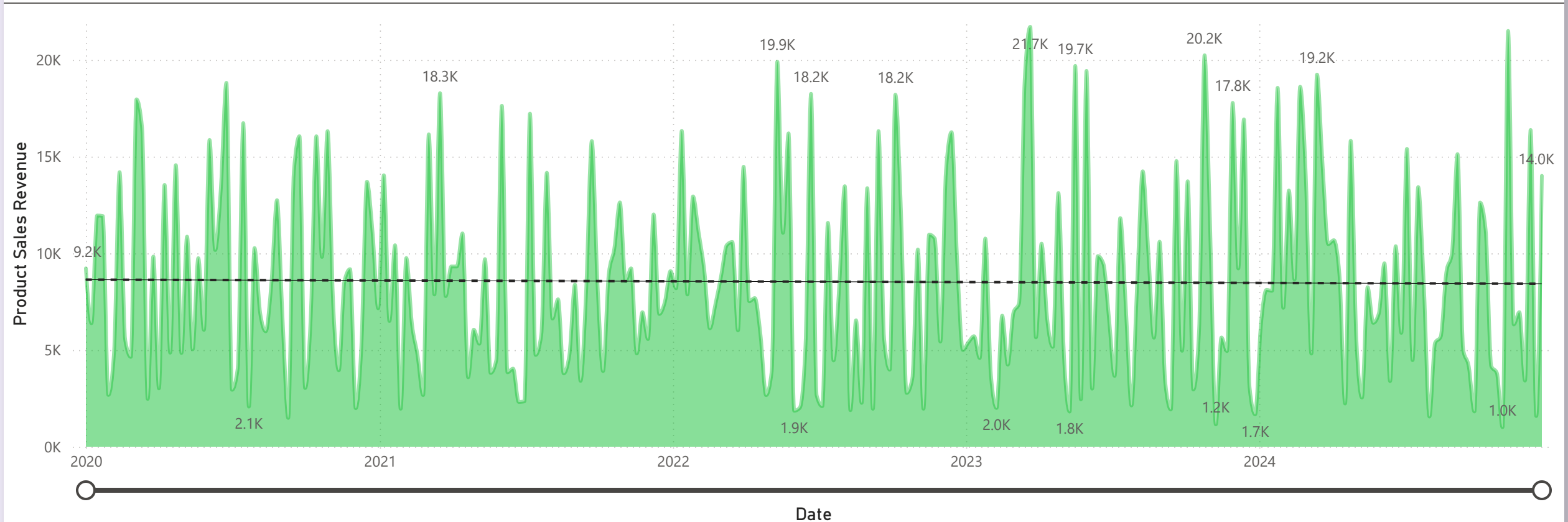
Date

Month

Quarter

year

## Product Sales Revenue by Date





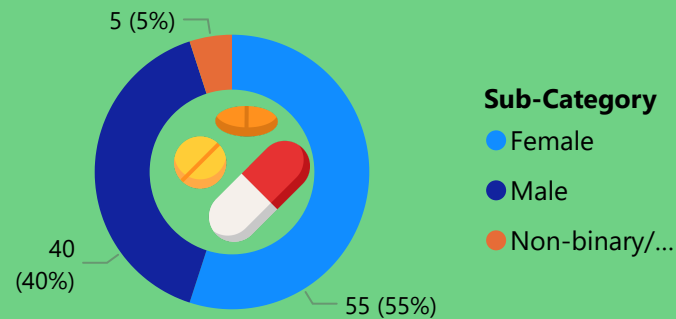
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[Cover](#)[Overview](#)[Drug Sales](#)[FMCG Sales](#)[Demographics](#)

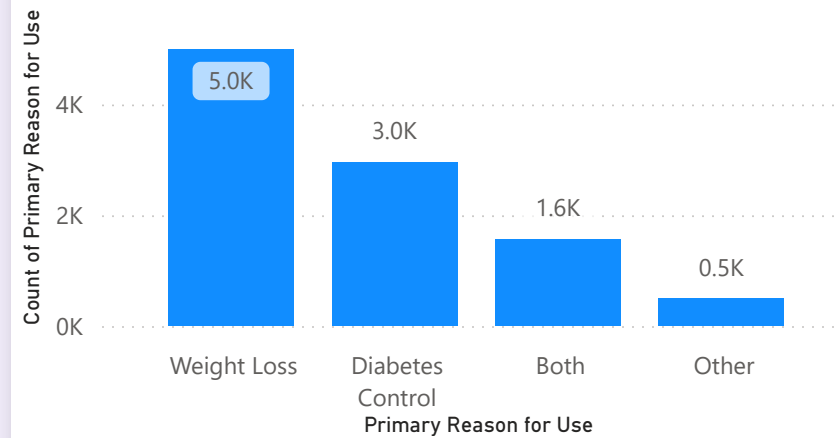
## Category

|               |                   |                   |
|---------------|-------------------|-------------------|
| Age           | Alcohol Consu...  | BMI Categories    |
| Comorbidities | Dietary Prefer... | Duration of GL... |
| Ethnicity     | Gender            | Health Literacy   |

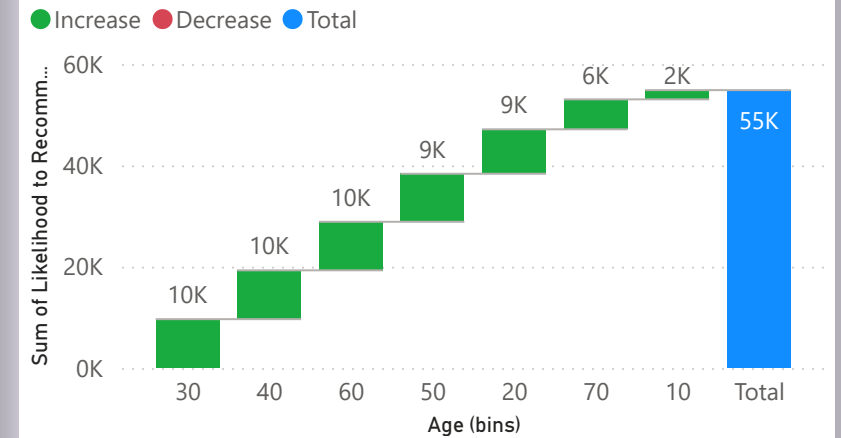
## Percentage (%) by Sub-Category



## Count of Primary Reason for Use by Primary Reason for Use



## Sum of Likelihood to Recommend (1 - 10) by Age (bins)



## Average of Overall Satisfaction (1 - 10) by Gender and Age (bins)

