

GLP-1 Companion Products Market Size, Share & Trends Analysis Report By Product (Digestive Health Products, Nutrient Density Support), By Distribution Channel (Hypermarkets & Supermarkets, Specialty Stores), By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global GLP-1 companion products market size was valued at USD 204.8 billion in 2025 and is projected to grow from USD 225.9 billion in 2026 to USD 479.0 billion by 2033, at a CAGR of 11.3% from 2026 to 2033. North America held the largest market share of 37.8% in 2025. Consumers using GLP-1 medications are increasingly seeking products that help address reduced appetite, support adequate protein intake, maintain hydration, promote digestive health, and preserve lean muscle mass during treatment.

This trend is encouraging manufacturers to develop specialized product portfolios, including high-protein foods and beverages, hydration solutions, digestive-health products, meal replacements, and nutrient-dense supplements tailored to the unique needs of GLP-1 users. The growing emphasis on personalized nutrition, preventive healthcare, and long-term weight-management support is accelerating market expansion. The increasing integration of digital health platforms, nutrition coaching, and AI-enabled wellness programs is further enhancing consumer engagement and treatment adherence, while ongoing product innovation and the entry of food, nutrition, and wellness companies into the GLP-1 ecosystem continue to create new growth opportunities for the GLP-1 companion product industry.

The market is growing as rising awareness of the nutritional and lifestyle challenges associated with GLP-1 therapy encourages consumers to adopt specialized support

products into their daily health routines. Reduced appetite, lower food intake, digestive discomfort, hydration concerns, and the risk of lean muscle loss are prompting consumers to seek protein-enriched foods and beverages, hydration solutions, digestive health products, and micronutrient supplements to support overall well-being during treatment. In addition, the growing emphasis on preventive healthcare, healthy aging, and long-term weight management is accelerating demand for companion products that can help individuals maintain nutritional adequacy and sustain treatment outcomes.

Global GLP-1 Companion Products Market Report Segmentation

This report forecasts revenue growth at the global, regional & country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global GLP-1 companion product market report based on product, distribution channel, and region:

Product Outlook (Revenue, USD Billion, 2021 - 2033)

Muscle Preservation Powders

- Protein Powders

- RTD Protein Beverages

- Protein Bars

- Others

Digestive Health Products

- Fiber Supplements

- Probiotics Supplements

- Digestive Enzyme Supplements

- Others

Nutrient Density Support

Multivitamin Supplements

Meal Replacement Products

Others

Appetite & Metabolic Support

Satiety Support Products

Appetite Management Supplements

Others

Hydration & Recovery Products

Electrolyte Beverages

Recovery Hydration Products

Functional Hydration Mixes

Others

Others

Distribution Channel Outlook (Revenue, USD Billion, 2021 - 2033)

Hypermarkets & Supermarkets

Pharmacies & Drug Stores

Specialty Stores

D2C

Online (E-commerce)

MLM (Direct Sales)

Others

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Asia Pacific

China

Japan

India

Australia & New Zealand

South Korea

Indonesia

Malaysia

Vietnam

Taiwan

Central & South America

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Uzbekistan

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