

GLP-1 Support Nutrition Products Market Forecasts to 2034 – Global Analysis By Product Type (Protein Products, Fiber & Digestive Health Products, Micronutrient Products, Hydration Products, and Muscle & Recovery Products), Nutritional Function, Form, Ingredient, Consumer Stage, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global GLP-1 Support Nutrition Products Market is accounted for \$1.40 billion in 2026 and is expected to reach \$2.79 billion by 2034 growing at a CAGR of 8.5% during the forecast period. GLP-1 support nutrition products refer to nutritional supplements and foods specifically designed to address the nutritional needs and potential side effects of GLP-1 receptor agonist medications used for weight management and diabetes treatment. These products are formulated to support muscle mass preservation, promote satiety, maintain digestive health, and ensure adequate micronutrient intake during periods of reduced appetite and weight loss. The formulations emphasize high-quality protein, fiber, essential vitamins, minerals, and electrolytes to support overall health during treatment. These products are designed to complement medical therapy and support sustainable weight management outcomes.

Market Dynamics:

Driver:

Expanding Prescription Base for GLP-1 Medications

The rapidly growing prescription rates for GLP-1 receptor agonist medications for obesity and weight management is driving demand for nutrition products that support patients during treatment. The increasing recognition of the need for comprehensive nutritional support during GLP-1 therapy is accelerating market development. The growing awareness of potential side effects including muscle loss, gastrointestinal issues, and nutritional deficiencies is expanding the addressable market. The continuous innovation in product formulations is improving the effectiveness of nutritional support.

Restraint:**Limited Clinical Evidence and Lack of Standardization**

The relatively limited clinical evidence regarding optimal nutritional strategies for GLP-1 medication users and the lack of standardized guidelines can create confusion among consumers and healthcare providers. The complexity of addressing individual differences in response to GLP-1 medications requires personalized approaches. The need for healthcare provider recommendations and the potential for inconsistent product quality can limit market growth.

Opportunity:**Integration with Healthcare Provider Recommendations**

The growing opportunity to integrate GLP-1 support nutrition products into healthcare provider recommendations and treatment plans presents significant growth potential for the market. The development of products that meet clinical standards and are endorsed by healthcare professionals is expanding the addressable market. The increasing availability of patient education and nutrition counseling programs is enabling broader consumer reach and appropriate product selection.

Threat:**Competition from General Nutrition Products**

The continued availability of general nutrition supplements and protein products that may be suitable for GLP-1 users poses a competitive threat to specialized GLP-1 support products. The perception of specialized products as expensive or unnecessary can limit adoption. The risk of regulatory scrutiny regarding health claims and the

potential for changing medical guidelines are ongoing concerns for industry stakeholders.

Covid-19 Impact:

The pandemic initially disrupted healthcare access and delayed weight management consultations. During the mid-pandemic period, the increased focus on obesity-related health risks and chronic disease management drove greater awareness of weight management interventions. Post-pandemic, the market has grown significantly with increased GLP-1 medication use and supporting nutrition products.

The protein products segment is expected to be the largest during the forecast period

The protein products segment is expected to account for the largest market share during the forecast period, due to the critical importance of protein for preserving muscle mass during GLP-1 treatment and supporting satiety for weight management success. This segment benefits from the established consumer understanding of protein's role in weight management and the availability of diverse protein product formats. The continuous innovation in protein formulations and convenient packaging further reinforces its dominance as the most widely adopted product type.

The powders segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the powders segment is predicted to witness the highest growth rate, driven by the versatility and convenience of powder formats that can be easily incorporated into various beverages and foods to boost protein and nutrient content. The development of high-quality powder formulations with improved taste and mixability is expanding their application range. The growing preference for flexible nutrition solutions and the ability to customize dosage are in turn accelerating the adoption of powder-based support products.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, due to the high rates of GLP-1 medication prescriptions, established healthcare infrastructure, and presence of major nutrition companies in the United States. The availability of innovative products and supportive insurance coverage

further reinforce the region's market leadership.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, due to the growing prevalence of obesity and diabetes, increasing healthcare spending, and rising awareness of weight management in countries like China and India. The expanding middle class and changing dietary habits are key drivers of market growth in this region.

Key players in the market

Some of the key players in GLP-1 Support Nutrition Products Market include Nestl? S.A., Abbott Laboratories, Danone S.A., PepsiCo, Inc., General Mills, Inc., Conagra Brands, Inc., Simply Good Foods Co., Herbalife Ltd., USANA Health Sciences, Inc., Thorne HealthTech, Inc., Vital Proteins, Optimum Nutrition, The Bountiful Company, Kerry Group plc, DuPont de Nemours, Inc., DSM-Firmenich AG, Unilever PLC and The Coca-Cola Company.

Key Developments:

In August 2026, Abbott Laboratories launched a comprehensive GLP-1 support nutrition line featuring high-protein shakes enriched with essential vitamins and minerals to promote adequate nutrient intake during weight management.

In July 2026, Nestl? S.A. introduced GLP-1 support bars containing high levels of protein and fiber, complemented by electrolytes to support digestive health, hydration, and nutritional needs.

In June 2026, Danone S.A. unveiled specialized yogurt products designed for GLP-1 users, combining high protein, probiotics, and essential micronutrients to support nutritional adequacy and digestive wellness.

Product Types Covered:

Sensors

Probes and Analyzers

Software and Services

Types Covered:

Sensors

Probes and Analyzers

Software and Services

Service Types Covered:

Sensors

Probes and Analyzers

Software and Services

Technologies Covered:

Online Monitoring Systems

Offline Monitoring Systems

Remote Monitoring Systems

Applications Covered:

Surface Water Monitoring

Groundwater Monitoring

Drinking Water Monitoring

Wastewater Monitoring

End Users Covered:

Municipal Water Utilities

Industrial Facilities

Marine

Environmental Agencies

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030,

2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

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