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Appetite for
DISRUPTION

weight-loss pivots and possibilities



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Support system strategy: A new role for supplements in the GLP-1 shot era

The health revolution of the 21st century began with the newest shot heard 'round the world: GLP-1 injections.

Glucagon-like peptide-1 receptor agonist (GLP-1 RA) drugs mark the new era – one that extends beyond weight-loss implications and pharma considerations.

What some see as a problem for the supplement industry instead marks a welcome pivot and a view of the possibilities that emerge.

Once upon a time, pills and powders filled plenty of retail supplement sets [extolling thermogenic benefits](#), tummy fillers and, shall we say, gastric relievers.

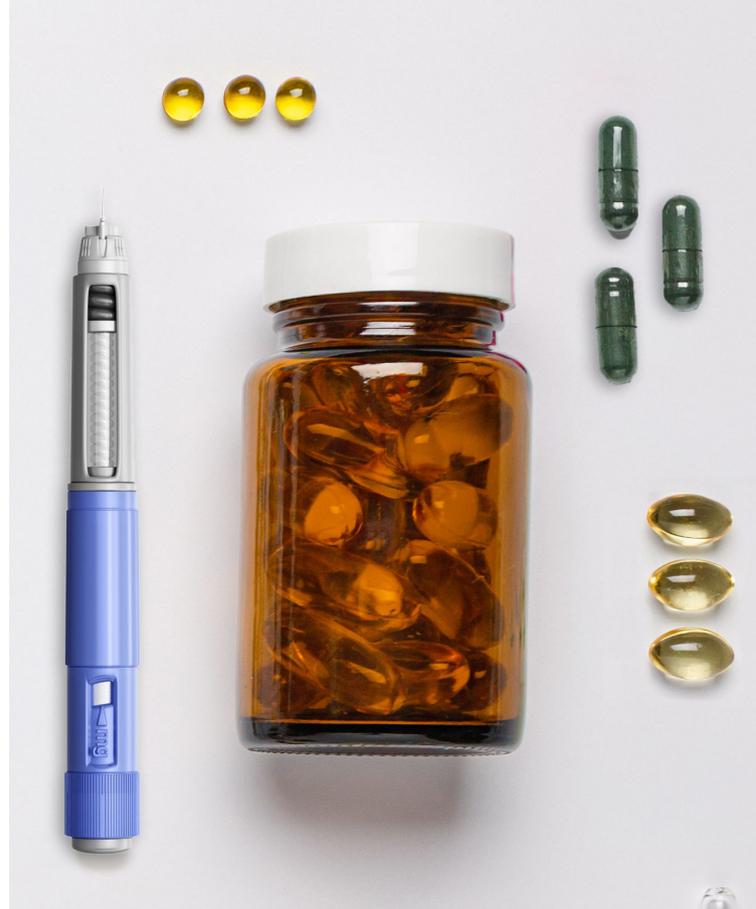
Now, seemingly, everyone is shooting semaglutide and successfully dropping weight when the “food noise” slows.

Now that the “ask your doctor about...” marketing approach has been replaced with widespread direct availability, everything changed. Scroll any of the socials and offer after offer pops up with easy access to the pharmaceutical.

According to Nutrition Business Journal, weight support has lost its category-leading position, as sales have toppled to negative territory in natural and 1% growth at mass.

The pharma-first approach, predictably, brings potential problems for users. Nausea. Constipation. Concern about bone health and muscle wasting. Even foundational health comes into question when users may not eat enough to sustain proper nutrition.

Thus arises exactly what good supplement formulations do: support users in achieving



their health goals. Supplement and ingredient growth requires a partnered if-this-then-that [approach to supporting](#) the new weight-management market.

With such easy access to GLP-1 RAs and their growing success, supplementation will become more and more part of the conversation. That’s an opportunity we as an industry don’t always get in mega-mainstream ways.

The shot has been fired to engage the health and nutrition industry in educating and supporting individuals with foundational concepts, ingredients and products.

And, as this supporting role becomes recognized, the possibility exists for the conversation to arise with other simpatico roles.

Christine

Christine Kapperman

CONTENT DIRECTOR



 christine.kapperman@informa.com

 www.linkedin.com/in/christine-kapperman/

Thermogenics aren't dead yet: Opportunities in the GLP-1 age

by Nick Collias

For decades, you could walk into any supplement store and find entire aisles dedicated to fat-loss products. Weight-management blends with names like “thermo,” “burn” and “shred” dominated shelves, promising a path to leaner bodies and beach-ready physiques.

Today, the biggest eye-opener might be what's missing from those stores. “They simply don't have a weight-management gondola anymore,” Benjamin Kane, co-owner of the supplement trend-tracking platform PricePLOW, said about a recent visit to one major retailer. “It used to be at least half of a wall. It was a huge category.”

It's hard not to view this as the end of an era. GLP-1 (glucagon-like peptide-1) medications like Ozempic and Wegovy have rapidly rewritten the weight-loss script, reshaping how Americans shop, eat and supplement. But Kane doesn't see it as a death knell to thermogenics ... yet. “To say that GLP-1s are ruining our categories is a mischaracterization,” he explained. “GLP-1s are simply building their own category.”

So, what does that category look like? Experts say it's likely to be driven by e-commerce, couched in language pulled directly from the GLP-1 conversation, and built around ingredients people might not know could be called a “thermogenic.”

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The free ride is over

According to proprietary Nutrition Business Journal data, growth in the weight-management pill category is barely trading water at 2%. And that's only because of online sales. Erika Craft, an NBJ market research analyst, noted, “E-commerce is the biggest channel where sales are taking place. It's growing the fastest, at around 8.5%, while the mass market is only growing at 1%. Everything else – natural, specialty – is in negative growth.”

What's replacing all those products? Simple: GLP-1 prescriptions. National retailers like The Vitamin Shoppe have even begun offering telehealth services that include prescribing weight-loss drugs. And the numbers say it's a smart pivot.



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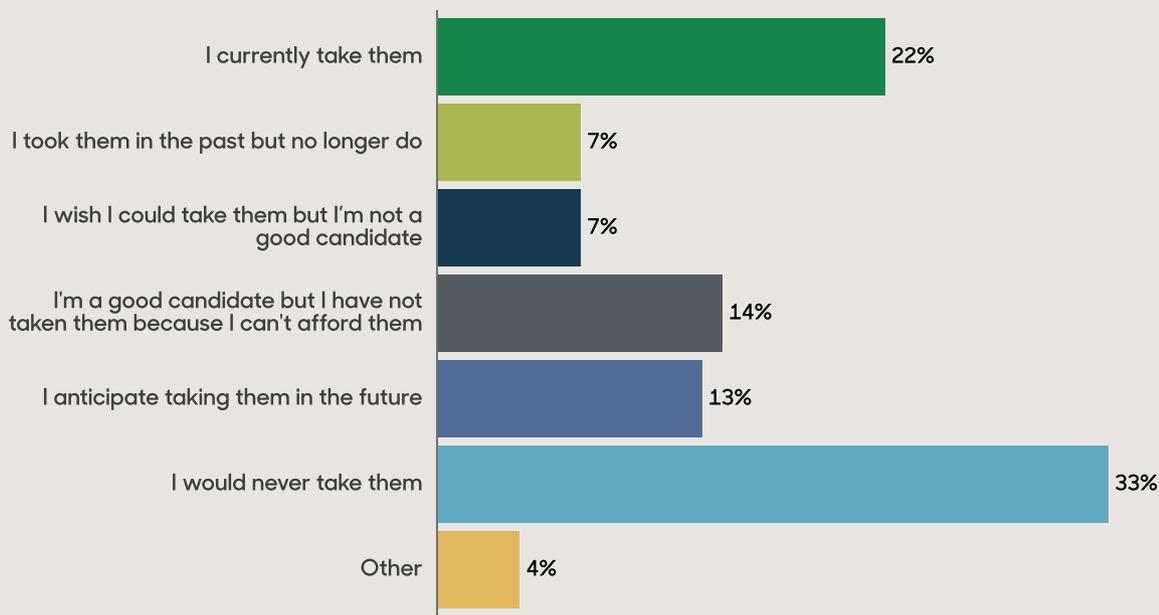


Improves blood glucose regulation

¹ DOI: 10.31665/JFB.2022.18324, ² <https://doi.org/10.1371/journal.pone.0266066>, ³ <https://doi.org/10.31989/bchd.8i6.1655>

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Consumer relationship with GLP-1 agonist pharmaceuticals



Source: Nutrition Business Journal

In a recent NBJ survey of consumers looking to lose 10 pounds or more, 22% said they were already taking a GLP-1. Another 13% expect to take one in the future, and 21% more are candidates, but can't afford one now. All told, 56% are at least on board with the idea.

That shift marks the end of a long-standing industry assumption – that weight loss would always be a high-volume, self-directed retail category. Kane concurred, “I think there’s been a lot of free rides in our industry. That category kind of sold itself.”

And the next shoe may drop soon. The first oral GLP-1 medications, including Eli Lilly’s much-anticipated orforglipron, could hit the market within the year. That means no needles, which could be a big sell for the 33% of NBJ respondents who said they’d “never” take a GLP-1, along with everyone else on the fence.

As Kane put it, “Once the orals come, it’s lights out” for the old-school fat-burner. Three big opportunities top the list to possibly define the new-school replacements.

Opportunity: Acute sensation and sweat

The most popular thermogenics have offered more than just a stimulant buzz. One of their most distinct, and oddly beloved, effects has been how they bring the heat.

Kane maintained that people still like to sweat. “Look at ingredients like GBB (gamma-butyrobetaine) or yohimbine. People really like the burn they get from those,” he said. “And if you can have an acute effect for consumers, that is the most compelling thing, in my opinion, for repeat purchasing.”



Market dynamics

Whether or not increased sweating actually enhances fat loss remains debatable. But for GLP-1 users – who are usually advised to exercise regularly to counteract muscle loss – these literal thermogenic ingredients can still offer something their meds don't: a sensory experience.

If that sounds a little like saying, “The next big thing in fat-burners are pre-workouts,” well, that’s not coincidence. These two categories have always had some prominent features in common, and the GLP-1 explosion might succeed in fusing them even further.

“Nootropics are still hot. Pre-workout is still hot. And thermogenics kind of play in both those categories,” Kane added.

Opportunity: Craving control and ‘food noise’

The language of weight loss is evolving. Rather than simply chasing calorie burn, many consumers are focusing on quieting cravings and reducing “food noise,” the intrusive thoughts and urges that once defined daily eating patterns. GLP-1 medications are praised for their ability to mute this noise, and the supplement world is taking notice.

Craft shared, “I’m seeing a lot more brands, like Life Extension and LifeSeasons, launching new products that focus on ‘appetite control’ or ‘hunger control.’ This might effectively be the ‘rebrand’ of the fat-burner.”



Sweat-enhancing ingredients

- [GBB](#) (gamma-butyrobetaine)
- Capsaicin / Capsimax [capsicum extract](#)
- [Grains of paradise extract](#)
- [Niacin](#)
- [Synephrine](#) (from bitter orange)
- [Yohimbine](#)



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Study cites weight-management potential of prebiotic blend

A prebiotic fiber blend enhanced with chromium showed blood glucose control and satiety benefits in a recent study.

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Many consumers are focusing on quieting cravings and **reducing 'food noise,'** the intrusive thoughts and urges that once defined daily eating patterns.

Herbal ingredients like HP Ingredients' CitruSlim may be uniquely positioned to ride this new wave. The ingredient's blend of *Citrus bergamia* extract and *Eurycoma longifolia* works through multiple mechanisms relevant to the post-GLP-1 world: It helps balance appetite hormones ghrelin and leptin, while modulating cortisol to help with stress-related eating (study cite to follow).

In a 112-day [clinical study](#) of 81 obese subjects, participants receiving both high and low doses of CitruSlim saw significant improvements in ghrelin/leptin balance, along with reductions in cortisol. These hormonal changes are closely associated with reduced hunger, improved satiety and better stress resilience. In another yet-to-be published study of overweight individuals, CitruSlim

supplementation (along with diet, stress management and exercise) produced 87% of weight lost as body fat. Even more promising, the intervention helped preserve both fat-free mass and resting metabolic rate, two common casualties in many weight-loss regimens.

While GLP-1 drugs may work faster and more dramatically, these appetite-focused herbal products can offer an alternative for people not ready or eligible for pharmaceuticals. Just as importantly, they can play a support role once the pharmaceutical ends.

Opportunity: Biotics that burn

GLP-1 drugs operate through the digestive system and the so-called "gut-brain axis." And many of their potential side effects – nausea, constipation and sluggish digestion



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12 evidence-based ingredients to supercharge weight-loss supplements

The secret to long-term weight management may be hidden in an area often overlooked: body composition.



While GLP-1 drugs may work faster and more dramatically, these appetite-focused herbal products can offer an alternative for people not ready or eligible for pharmaceuticals.

– stem directly from that pathway. This has helped stoke rising interest in gut-focused biotic ingredients, some of which have compelling research backing their use for body composition in addition to gut health.

GLP-1 boosting fibers: Certain prebiotics, like the arabinoxylan-based Arrabina from Comet Bio, [showed](#) to stimulate the production of short-chain fatty acids (SCFAs) that prompt the

body's own GLP-1 secretion. While the effect is modest compared to pharmaceuticals, it's significant enough to position well-tolerated prebiotics as part of a broader gut-metabolism support stack, either alongside or in place of semaglutide.

Spore-forming probiotics: Unlike traditional probiotics, these hardy strains can survive processing and shelf life without refrigeration, making them ideal for a range of supplement and functional food formats. ADM's *Bacillus subtilis* DE111, for example, has been [shown](#) in human studies to help reduce body fat, dovetailing the appeal for GLP-1 users looking to improve body composition.

Postbiotics: Since they aren't live cultures, postbiotics typically retain effectiveness under challenging formulation conditions. Strains like ADM's BPL1, which is available as both a probiotic and postbiotic, demonstrated potential in a 2019 human [study](#) for supporting visceral fat loss and decreased waist size. This can have appeal for both current GLP-1 users, and those coming off the drugs.

No, these aren't your traditional fat-burner ingredients. And that's exactly the point. They require some consumer education, but they're also far less likely to be locked behind glass in a brick-and-mortar retailer, especially when marketed as single-ingredient supplements with gut health positioning.

As NBJ's "Supplements in the Ozempic Age" report noted, "It is within that bubbling sideshow of single ingredients the market-changing opportunities may lie." ■



Nick Collias is a writer and editor with over a decade of experience working in the health and fitness industry. From 2016 to 2021, he was the host of the Bodybuilding.com Podcast and he has worked for the last 20 years as a longform print and online journalist, as well as a book author, ghostwriter and editor.

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The **skinny** on success: Why pharma's weight-loss winners need **nutritional backup**

by Devon Gholam

Expanded use of **GLP-1 (glucagon-like peptide-1) drugs** is quite possibly the biggest trend within the functional food and nutraceutical industries in decades. With current [estimates](#) that 1 in 8 people have taken or are currently taking drugs like Ozempic and Mounjaro, tremendous opportunity exists to capitalize on this trend while creating healthful products from which everyone can benefit.

As both a food and supplement formulator and someone who currently takes GLP-1 receptor agonist (RA) medication, you can imagine I have plenty of thoughts on the subject. The following are my top suggestions for tapping into the potential of GLP-1 support formulations.

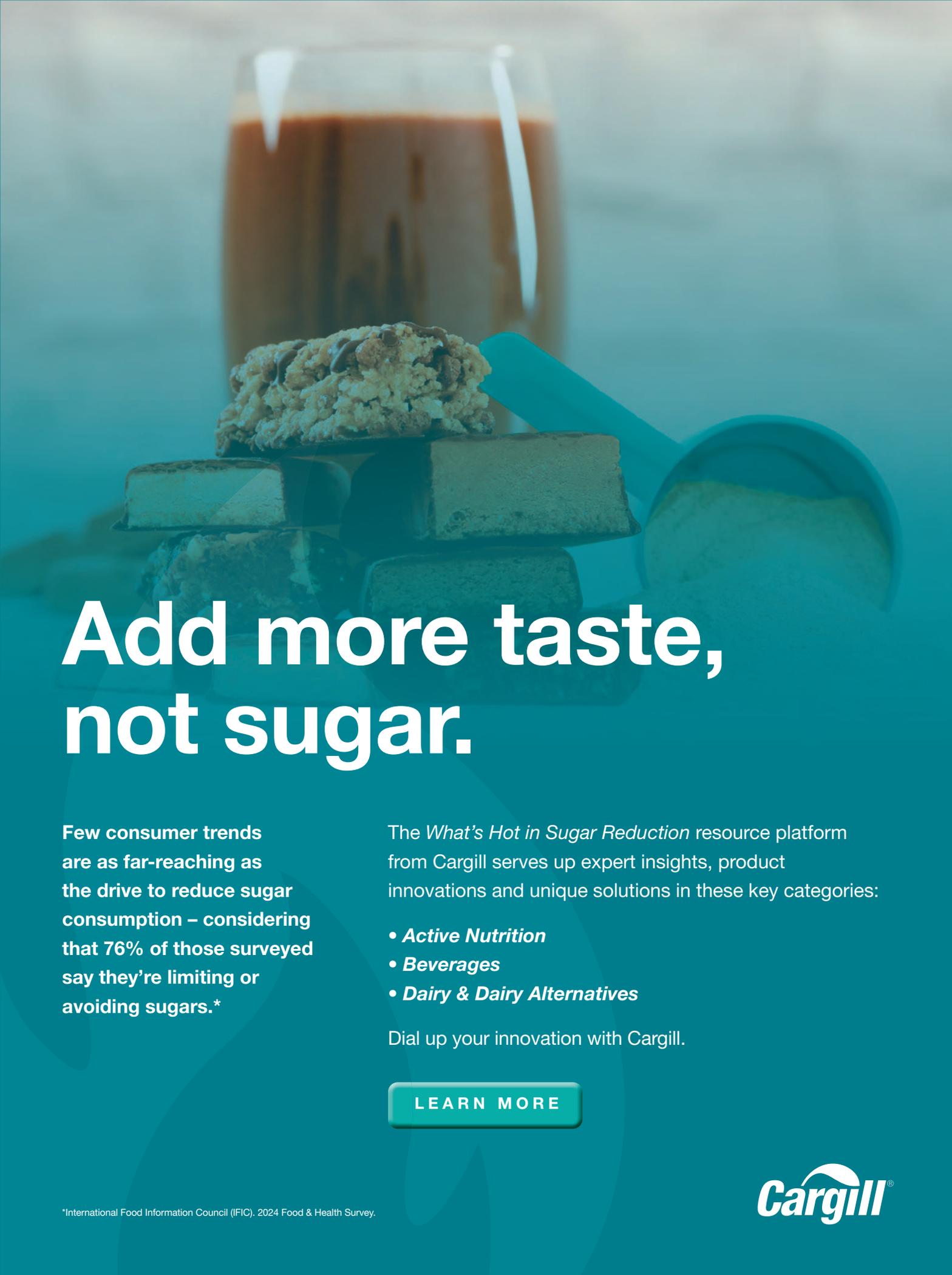
Protein packs a powerful punch

Because GLP-1 RA users consume less, it is important that what they do ingest provides quality nutrition. It is no surprise protein has become a driving force for this population, especially as the variety and availability of protein-enriched products have exploded recently.

[click to go!](#)



Formulating with protein is nothing new – dairy protein has been around for ages, and plant-based proteins have come a long way in terms of taste and texture. Quality protein is key, however. While milk and egg proteins are complete, plant-based proteins require blending to ensure a balanced amino acid profile.



Add more taste, not sugar.

Few consumer trends are as far-reaching as the drive to reduce sugar consumption – considering that 76% of those surveyed say they're limiting or avoiding sugars.*

The *What's Hot in Sugar Reduction* resource platform from Cargill serves up expert insights, product innovations and unique solutions in these key categories:

- *Active Nutrition*
- *Beverages*
- *Dairy & Dairy Alternatives*

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LEARN MORE

1 in 8 people have taken or are currently taking drugs like Ozempic and Mounjaro.

One hot trend in both protein-boosted products and active nutrition is clear protein for beverages. Whey protein derived from milk is a natural choice for this as it is the “OG” muscle-building protein with high solubility and neutral taste. One such product recently launched by FrieslandCampina Ingredients, Nutri Whey Native, is touted as a less processed version of whey protein using ceramic microfiltration.

Despite whey being an excellent choice, some consumers and industry folks seek plant-based clear protein solutions. Puris recently developed ClearP, a hydrolyzed pea protein that claims excellent solubility, clarity and acid stability. Flavor profile may be a drawback, but taste maskers easily can reduce off-flavors from the protein hydrolyzing process.

Maximizing muscle retention

One reason protein is so popular among GLP-1 RA users is because of concerns about muscle loss. Several ingredients can assist with improving muscle strength and recovery.

PeptiStrong from Nuritas, a fava bean protein hydrolysate developed using AI (artificial intelligence) technology, is one. Not only has PeptiStrong been clinically [studied](#) to improve muscle strength and recovery, it performs on par with milk protein concentrate and was [shown](#) to have a greater impact on muscle protein synthesis (MPS) than milk protein.

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What is GLP-1?

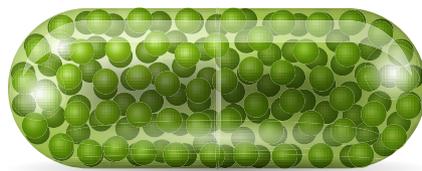
GLP-1 stands for glucagon-like peptide-1 – a hormone secreted whenever people eat food – which promotes insulin secretion and suppresses glucagon secretion. Insulin and glucagon are hormones that regulate blood glucose levels.

Quite often, when the term “GLP-1” is used, people are referring to a class of pharmaceuticals known as GLP-1 receptor agonists (RAs). These drugs are commonly prescribed to treat type 2 diabetes and obesity.

The two most popular GLP-1 RAs are semaglutide and tirzepatide. Semaglutide is prescribed under the brand name Ozempic for patients with type 2 diabetes, or Wegovy for treating obesity. Tirzepatide is prescribed under the brand name Mounjaro for type 2 diabetes patients, or Zepbound for obese patients.

Because GLP-1 RAs have a very long half-life compared to GLP-1 naturally produced in the body, they can help people feel more satiated and eat less. They act on receptors in the gastrointestinal (GI) tract, pancreas and brain.





GLP-1 users **often consume less than** the recommended daily intake for several micronutrients, including **calcium, iron, magnesium** and **vitamins C and D**.

Branded ingredients in the metabolic health spotlight

Backed by multiple human clinical studies, **Dyglomera by Gateway Health Alliances** is a patented natural extract that [supports](#) healthy weight management and overall metabolic wellness through the modulation of GLP-1, adiponectin, leptin and insulin – key hormones involved in appetite regulation, satiety and energy balance.

Brightseed's BioMetaControl brings together a proprietary blend of bioactives – n-trans-Caffeoyl Tyramine (NCT) and n-trans-Feruloyl Tyramine (NFT). In a recent clinical study (submitted for peer review), BioMetaControl demonstrated a statistically significant improvement in fasting blood glucose, fasting insulin and post-meal glucose levels in prediabetic subjects in just 30 days.

Slendacor Weight Management Complex from **PLT Health Solutions** [promotes](#) calorie burning from day one and significant weight loss by day 14. The lipid metabolism effects of Slendacor, as part of a holistic health management program, can provide support for both healthy body weight, as well as improved overall cardiometabolic health.

Gencor offers **Trpti**, what the company calls a science-backed ingredient for weight management and metabolic wellness. Trpti is a bioavailable form of oleoylethanolamide (OEA). Gencor says it enables brands to respond to increasing consumer demand and promotes the ingredient as being able to reach targeted areas to maximize its efficacy.

ADAPTING APPETITES

Innovating for the GLP-1 Consumer

GLP-1 medications are changing the landscape of weight management—and proactive consumers are looking beyond prescriptions to support their health holistically.

GLP-1 users are reshaping wellness priorities—seeking appetite control, digestive support, and muscle preservation. Kerry's research identifies five key consumer personas and highlights how ingredients like BC30™ and Plenibiotic® meet their evolving needs and help support their quality of life.

These consumers are educated, motivated and searching for products that align with their health goals. Brands that adapt to their needs today will build loyalty that lasts.

Kerry's clinically supported ingredients—from gut-friendly probiotics to satiety-supporting proteins—are designed to help formulators create next-generation products that work with the GLP-1 journey.

Let's shape the future of proactive wellness—together.

Innovate for this growing consumer group:

ACCESS INSIGHTS

80%
are actively seeking functional foods for digestion, satiety and nutrient support

90%
of GLP-1 users already take dietary supplements



Formulation focus

continued from p.14



Another ingredient that can boost muscle retention is beta-hydroxy beta-methylbutyrate, or HMB, a metabolite of leucine (a branched-chain amino acid, or BCAA) [well known](#) for increasing protein synthesis and decreasing protein degradation. In fact, The Vitamin Shoppe formulated both ingredients in its recently launched Whole Health Rx GLP-1 Support protein powder.

Digestive health doesn't have to be dirty

I often get asked what supplements people on GLP-1 medications should take. My answer? Probiotics and prebiotics, as they can help with both [nutrient absorption](#) and [easing](#) some of the unpleasant side effects associated with these pharmaceuticals. However, many ingredients can help with occasional gastrointestinal (GI) issues to support compliance when taking these medications.

One such ingredient is Digexin from NXT USA, a combination of ashwagandha (*Withania somnifera*) and okra (*Abelmoschus esculentus*) extracts. While Digexin has been clinically [validated](#) to improve transit time and decrease

constipation, NXT USA took it a step further by studying Digexin in GLP-1 RA users. The study – currently under peer review – was open label with a small population, but nevertheless demonstrated significant improvements in GI symptoms, including decreases in constipation and acid reflux. Digexin also significantly improved sleep, stress and quality of life scores.

Fiber is functional and friendly

Thanks to the advent of the [fibermixing](#) TikTok trend, fiber is having another moment in the spotlight. And rightfully so – fiber is an [underconsumed nutrient](#), both for the general population and those taking GLP-1 RAs. Fiber [helps](#) keep the digestive tract healthy and [can](#) help offset GI symptoms.

It's easier than ever to boost fiber in formulations. We've long had soluble fibers in our toolbox, like [Nutriose](#) from Roquette or [Fibersol-2](#) from ADM and Matsutani, both of which have been studied in clinical trials for their impacts on satiety and glucose control. These resistant dextrins have high solubility, heat and acid stability, and neutral taste, making them a great choice for many applications.



Formulation focus

One attractive benefit of these soluble fibers is that they also function as prebiotics. But they aren't the only options available. Solnul resistant potato starch is a newer ingredient in this category that was shown to exert prebiotic effects and improve regularity in a [clinical trial](#). Prebiotic fibers make a logical choice for GLP-1 support formulations because they provide necessary fiber while also working with the gut microbiome to support overall health.

The importance of basic supplementation

I would be remiss if I didn't stress the importance of a quality multivitamin for GLP-1 RA users. A [recent study](#) with 69 participants on GLP-1s showed participants were below the recommended daily intake for several micronutrients, including calcium, iron, magnesium and vitamins C and D. [Another study](#) observing over 450,000 patients showed those prescribed GLP-1 medications were at far greater risk of vitamin D deficiency.

These studies highlight an opportunity for formulating multivitamins specifically for consumers taking GLP-1 RAs, focusing on compounds most at risk for deficiencies. These micronutrients could

also be added to added into other foods and beverages to provide further enrichment of essential nutrients.

Parting words: Transparency and facts are key

The industry can do a lot to support consumers taking GLP-1 RAs. However, being transparent and factual about the support being provided is of paramount importance.

Currently no active ingredients have the same impact on the body as GLP-1 medication. While some may support the production of endogenous GLP-1, the pharmaceuticals have a significantly longer half-life and thus a much larger impact on appetite suppression and weight loss. Perhaps a day will come when this is not the case, but it isn't today.

Some companies and brands will tap into the halo of GLP-1, assuming the average consumer equates the term with the significant weight loss afforded by prescription medications. Let's stay in our lane, adhere to truth in

advertising, and be crystal clear about the good supplements can do to support GLP-1 users without taking advantage of people trying to improve their health. ■

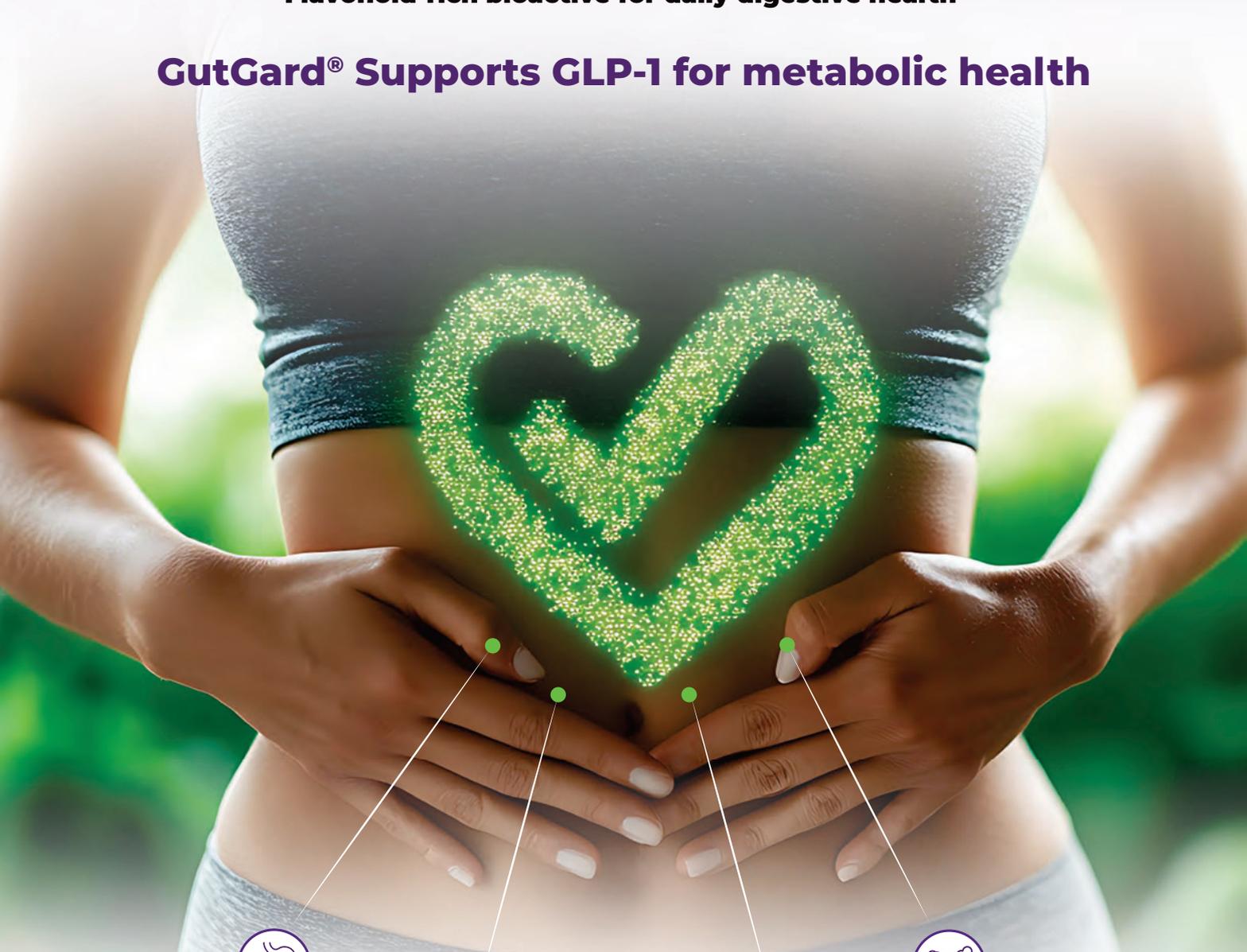


[Devon Gholam, Ph.D.](#), is a thought leader in ingredients for functional food and supplements. She is VP of science and innovation at [Step Change Innovations](#), a sales and commercialization accelerator for science-backed, branded ingredients.

GutGard[®]

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GutGard[®] Supports GLP-1 for metabolic health



Supports gastric & intestinal motility



Helps with digestion & gut integrity



Maintains gut microbiome balance



Supports GLP-1





The growing demand for weight-management solutions in a time of change

by James Stone

Weight management has the attention of the global population, but that really is an understatement. Running a Google search for “diet” yields a hefty 2.2 billion results. Switching the search to “weight loss” also brings in almost 2.1 billion. Social media is crawling with “influencers” claiming to offer the secret to quick weight loss, 30-day transformational wellness plans and magic supplements most consumers may not be able to pronounce let alone understand their function. So, why the focus?

A global issue

We’re reaching an obesity inflection point globally. By 2030, it is [estimated](#) that 25% of the global adult population will be obese. In countries like the United States and Mexico,

about 40% of the population is obese/morbidly obese, according to the Centers for Disease Control (CDC), and if you add in the percentage of the population that is overweight, the number climbs close to 75%.

[According to FMCG Gurus](#), 46% of global consumers want to lose weight, 40% are on a diet and 81% of consumers consider a healthy weight important for overall health and well-being. This suggests consumers are aware they need to lose weight, and they understand the relationship between a healthy weight and overall health. The problem is consumers have been largely unsuccessful on their weight-loss journey. In fact, 55% of consumers consider their weight-loss efforts unsuccessful or uncertain, and more than one-third (36%) of global consumers have tried to lose weight at least three times in the last three years.

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The three anchor points for weight management and metabolic health are **nutrition and diet**, **physical activity** and **dietary supplements**.

The shift to metabolic health

While it is clear diets and short-term fixes have been largely unsuccessful for consumers, an encouraging tide is building. Enter the focus on metabolic health, which refers to a state where the body efficiently processes carbohydrates, sugars and fats, while also maintaining a healthy blood sugar level, stable blood pressure and healthy cholesterol levels. In fact, a patient is diagnosed with metabolic disease when at least three of the following health issues are present:

- High levels of physical and emotional fatigue.
- High body mass index (BMI) and low-level of lean body mass.
- Insulin resistance.
- High triglyceride levels.
- Imbalanced cholesterol levels (low-density lipoprotein [LDL] and high-density lipoprotein [HDL]).
- High blood pressure.

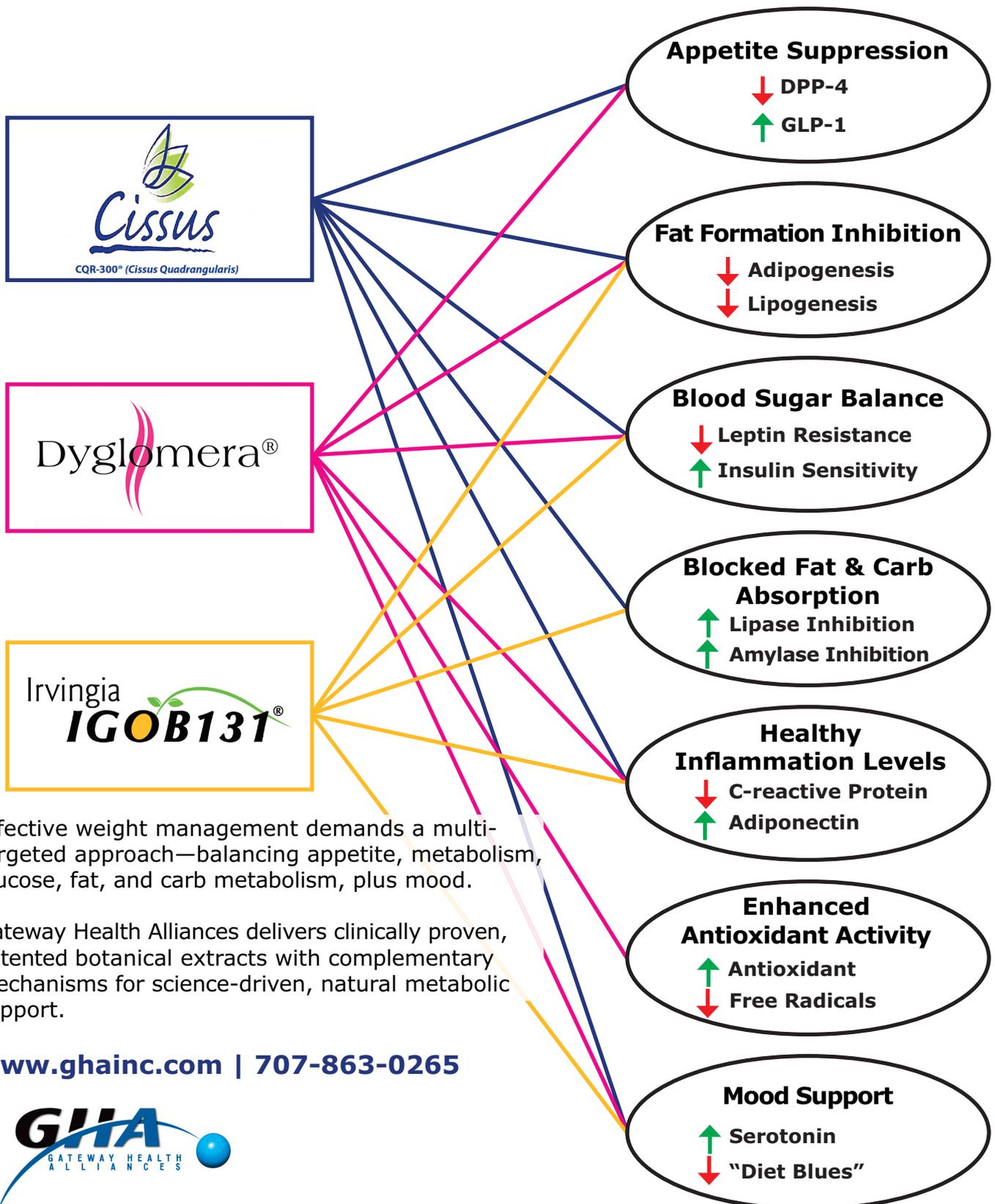
- Poor liver health (presence of nonalcoholic fatty liver disease, or NAFLD).

The good news is that [68% of consumers](#) say they understand what metabolic health is, and of those consumers who know, just over two-thirds recognize the link with weight gain.

Entering the GLP-1 era

Given the global scale of obesity, metabolic disease and the high level of dissatisfaction among consumers on the weight loss journey, the GLP-1 RA (glucagon-like peptide-1 receptor agonist) era should not be a surprise. GLP-1 RAs are pharmaceuticals that mimic natural GLP-1 hormones, the latter of which range in [potential benefits](#) such as helping the body release insulin and block glucagon, keeping the liver from releasing too much sugar into the blood, slowing digestion and helping the brain signal the body is full. The result can be substantial weight loss in a short period

What's in Your Weight Management Toolbox?



Effective weight management demands a multi-targeted approach—balancing appetite, metabolism, glucose, fat, and carb metabolism, plus mood.

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Supplements can be very helpful to **ensure complete nutrition** for those struggling to consume enough nutrient-dense foods.

of time, an improvement in metabolic metrics like blood insulin levels or blood pressure and an improved management of severe metabolic diseases like type 2 diabetes. However, side effects can be an issue, primarily

gastrointestinal (GI)-related, but also lethargy, a loss of bone density and a reduction of lean body mass. These side effects can happen with people who are losing weight through other means, such as diet or bariatric surgery, but the speed and intensity of these side effects are magnified when using GLP-1 RAs.

Nutrient density needed

Approximately 7% of the U.S. adult population is using GLP-1 RAs, with about 12% having used them at some point. But this pharmaceutical intervention is only one tool in the weight-management toolbox. Regardless of whether consumers use a pharmaceutical, follow a diet or opt for a surgical solution, the three anchor points for weight management and metabolic health are nutrition and diet, physical activity and dietary supplements.

Through proprietary research, Glanbia Nutritionals identified three primary segments of weight-management journey takers: weight trimmers, weight shedders and type 2 diabetes managers. Drawing from the considerations and usage cycles of each population, we gained a deeper insight into their approaches to weight management, concerns, adaptations, and physical and emotional experiences. We learned the more a journey-taker adapted their nutrition, supplement and physical activity needs to accomplish their weight loss and metabolic health goals, the higher the likelihood of success. Their No. 1 need? Nutrient-dense



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GROWTH THROUGH INNOVATION

Consumer analysis

foods and beverages. All three journey-takers eat smaller portion sizes and less frequent meals, so the foods they eat have to work harder. “Nutrient-dense” refers to foods that provide a high amount of nutrients relative to their caloric content, anchored by two tenets:

- High-quality protein, rich sources of vitamins and minerals, presence of healthy fats and fiber, and gut-health enablers like prebiotics, probiotics or synbiotics.
- A significant reduction in processed fillers and additives, low-quality inflammatory fats and, most importantly, sugar.

Supplements can be very helpful to ensure complete nutrition for those struggling to consume enough nutrient-dense foods. Fat-soluble vitamins like A, D, E and K tend to be underconsumed by people with obesity, while other vitamins like [B-complex](#) and [C](#) – also typically deficient among people struggling with

diet and obesity – are important to help with energy, fatigue and muscle weakness. Finally, supplements like colostrum can be an [effective way](#) to heal damage to the gut lining and enable better nutrient absorption.

Better nutrition is a balance

From functional proteins and hydration solutions to bioactives and micronutrient premixes, formulating nutrient-dense foods and supplements for people concerned with weight management requires a balance of science and innovation. Better nutrition fuses form, function and flavor across a range of formats like bars, snacks, beverages, powders, baked goods, tablets and gummies. To succeed in this space, food, beverage and supplement manufacturers need trusted ingredient partners with an insights-led and R&D-driven approach. This can help brands to better understand evolving consumer expectations and deliver functional, high-compliance solutions. ■



James Stone is VP of global marketing and insights at [Glanbia Nutritional](#).


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