

# GLP-1 Consumer Snapshot: The Busy Parent

Age

Age Range:  
**30 - 50**

## Introduction:

Educated, professional, do-it-all consumers, Busy Parents manage to balance their careers with their commitment to hands-on, high-quality parenting. When not in the office or on Zoom calls, they're dashing to pick up kids from school and deliver them to soccer games and various other activities.

Busy Parents aspire to be healthier than they are, this is because their work-and-family juggling acts leave them little time to exercise regularly or focus on their diets, which are typically higher in fats and calories than they would prefer.

## Weight Loss Motivations:

A desire to manage stress and increase energy levels is what motivates Busy Parents to lose weight. **Most aspire to be more physically active, particularly if that means being more involved with their children and their children's activities.** Aware of the health risks that come with added weight, many are hoping to prevent health issues they've witnessed in their families, such as hypertension or heart disease.

## Diet Habits:

Though they are generally aware of the importance of diet as it pertains to feeling good and living well, convenience is the main driver for Busy Parents when it comes to food. Hectic schedules combined with the need to satisfy a variety of palates means they eat away from home a good deal of the time. **When at home, however, they will choose better-for-you family meal solutions provided they are easy to prepare.**

## Food & Flavor Preferences:



- Comfort food with a twist
- Global flavors
- Vegetarian
- Sheet-pan dinners
- One-pot meals
- Crockpot/Instant Pot drop-in dinners

Health-aware though nostalgic for the past, Busy Parents enjoy updated classic family fare that incorporates contemporary innovations.

## Target Messages:

Though Busy Parents don't have the time to live up to their food ideals, they will eat organic, even vegetarian when they can.

- ✓ Natural/Organic
- ✓ Plant-based
- ✓ Fresh
- ✓ Non-dairy
- ✓ Quick-to-prepare
- ✓ Gluten-free

## Buying Behavior:

Busy Parents look for nutritious meal solutions — preferably with kid appeal — that are easy to prepare and clean up after.

### Men

Often the primary shoppers, Busy Parent men prefer to shop in-store (but will shop online when they must). Budget-conscious, they often check mobile devices for information/reviews when shopping.

### Women

Busy Parent women are even more discount-motivated. Four out of five use coupons and/or are drawn to stores when there are sales. Most use their mobile devices to hunt for discounts while shopping.



*quick-to-prepare*

## Media Habits:

Busy Parents spend a great deal of time on their phones, which they consider their primary devices. Nearly all consume at least some social media.

### Media Habits: Busy Parent Men

- News, politics, music & sports podcasts
- Online parenting videos
- Television shows
- News & sports radio

### Media Habits: Busy Parent Women

- Social media (YouTube, Facebook, Instagram)
- Online beauty, fashion & fitness content
- Music streaming
- Television news

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For more information, please contact:  
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