

# GLP-1 Consumer Snapshot: Fitness Enthusiasts



Age Range:  
**30-45**



Weight Loss Goal:  
**5-10 lbs.**

## Introduction:

As their name indicates, Fitness Enthusiasts are regular if not fanatic exercisers, most apt to be members of online fitness communities, gyms and health clubs. They pursue physical excellence through sports, high-energy outdoor activities, and structured workout regimens designed to boost physical performance and increase strength, stamina, flexibility and cardiovascular health.

Always aware of the latest high-tech supplements and pieces of health tech, Fitness Enthusiasts track workouts and nutrition data using apps and wearables and share their fitness achievements on social media.

## Weight Loss Motivations:

Fitness Enthusiasts pursue weight loss to enhance their physical appearance and athletic performance. For this group, **GLP-1 is less a weight loss drug than a strategy for managing appetites and unhealthy cravings** that might crop up alongside their rigorous exercise routines. For this reason, many take GLP-1 intermittently.

## Diet Habits:

To support them in their fitness goals, Fitness Enthusiasts watch calories, hydrate consistently, and consume high-quality diets that they supplement with functional foods designed to support performance and recovery. **They gravitate to protein-enriched products, supplements and meal replacements, and prioritize clean, natural & organic ingredients.**



## Food & Flavor Preferences:

- Snacks
- Bars
- Pre- and post-workout
- Macronutrient-focused (protein, carbs, fats)

Fitness Enthusiasts consume numerous small meals and on-the-go snacks. For this reason, they are attracted by single-serving options of various sizes featuring nutrients that support their routines.



## Target Messages:

Fitness Enthusiasts break some of the usual rules of retail in that more information is usually better. They are meticulous readers of labels and extremely loyal to the brands that give them what they want.

- ✓ Natural
- ✓ Organic
- ✓ High protein

- ✓ Low carb
- ✓ Complete nutritional breakdown



## Buying Behavior:

Perhaps more than any other type of shopper, Fitness Enthusiasts **invest a great deal of time and energy into researching their purchase decisions**, buying little aside from what fits into their nutrition plan. They shop in-store (sometimes aided by cell phones which they use to gain product information) and enter the store with a pre-prepared plan ready to execute.

Fitness Enthusiast shopping plans are made up of lists of products they repeatedly purchase, which they tweak and nudge only reluctantly. **Avid label readers, who take great care to purchase only items with familiar ingredients that they regard as wholesome.**



## Media Habits:

Active followers of fitness influencers and nutrition experts, Fitness Enthusiasts gravitate to cutting-edge health research and/or tips on performance optimization. Extremely active on social media, who are also avid readers of information-rich online publications.

### Media Habits: Fitness Enthusiast Men



Social media



YouTube influencers (workout, bodybuilding, diet)



Blogs



Podcasts

### Media Habits: Fitness Enthusiast Women



Social media (especially Instagram)



YouTube influencers (yoga, mindfulness, diet)



Podcasts



Blogs

Turn this information into new growth opportunities.

For more information, please contact:

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