



Corbion

GLP-1 Consumer Snapshot: Social Butterflies



Age Range:
22 - 35



Weight Loss Goal:
5 - 10 lbs.

Introduction:

Social Butterflies’ hectic social and professional lives make prioritizing healthy habits a challenge. Young and highly educated, these predominantly urban Gen Z-ers play as hard as they work, which means they have little time left in the day for either regular exercise or meal preparation.

Digitally hyper-connected, Social Butterflies are extremely image-conscious, more concerned than most other cohorts about ‘fitting in’ in social circles. For them, foods and drinks aren’t just culinary experiences, they’re opportunities for heightening status and cultivating a sense of aesthetic and social well-being.

Weight Loss Motivations:

Being strongly oriented toward their peers, weight loss for Social Butterflies is closely tied to acceptance. Their weight loss goals are usually quite modest, primarily to boost their self-confidence. **Highly trend-driven, Social Butterflies are willing to try new diets and health fads provided they are convenient and fit their lifestyles.**

Diet Habits:

Social Butterflies are lovers of snacks and take-out, the trendier the better (this cohort grew up getting their food do’s and don’ts from social influencers). **The small amount of excess weight they gain is usually a factor of the social, professional and networking events they attend, where high-calorie foods (and in some instances alcohol) are served.**



Food & Flavor Preferences:

- Snacks
- Burgers
- Vegetarian
- Pizza
- Chicken fingers
- Flexitarian

Social Butterflies are surprisingly non-adventurous eaters, gravitating heavily to comfort foods, perhaps with new twists. In addition to familiarity, they value intense taste and convenience.



Target Messages:

Social Butterflies are unusually interested in health and fitness for their age. They also have a marked interest in the environment. For these reasons, they are drawn to good-for-you and good-for-the-planet claims.

- ✓ Organic
- ✓ Sustainable
- ✓ Fresh
- ✓ Ready-to-eat
- ✓ Plant-based



Buying Behavior:

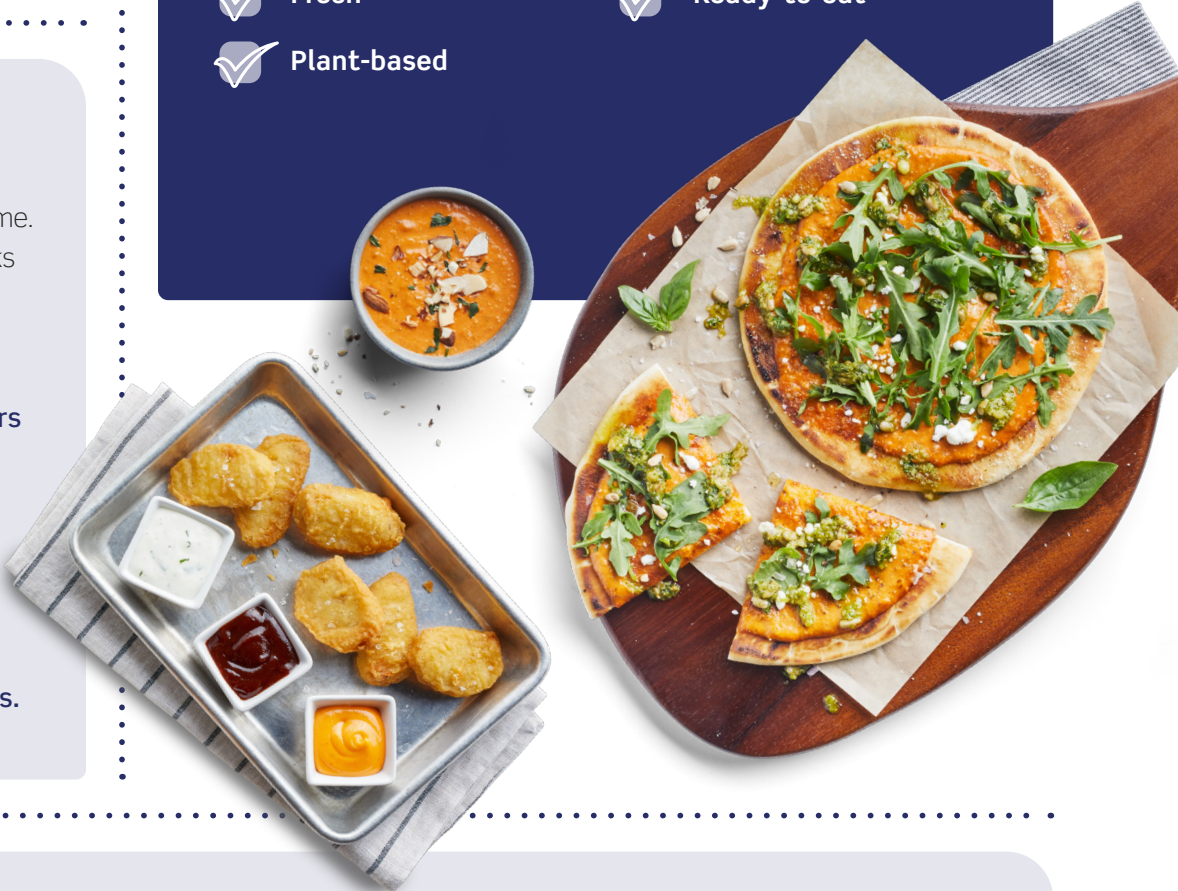
This group loves to grocery shop despite their relatively low income. When shopping for food they favor ready-to-eat items and snacks that look as good as they taste (i.e., are social media post-able).

Men

Social Butterfly males may be frequent shoppers, but they shop in fewer grocery categories than any other consumers and purchase a more limited range of items.

Women

Even more frequent shoppers than Social Butterfly males, females are more likely to be on diets and purchase diet-specific foods. They are prone to splurging (selectively) on high-end “status” foods or ingredients.



Media Habits:

Unsurprisingly, social is the go-to medium for Social Butterflies. They gravitate to short-form content such as TikTok, even memes and GIFs.

Media Habits: Social Butterfly Men

- Instagram (for shopping)
- YouTube influencers (gaming & sports)
- Music streaming
- Games

Media Habits: Social Butterfly Women

- Social influencers
- YouTube influencers (skin care, beauty, fashion)
- TikTok (for shopping)
- Pinterest
- Instagram

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For more information, please contact:
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