

A woman with dark curly hair, wearing white headphones and a grey athletic top, is smiling and looking to her right. She has a white towel draped over her shoulders and is holding a yellow water bottle. In the background, a man is blurred, and there is a chain-link fence. The overall scene is outdoors and bright.

Seize the Opportunities

To Create Companion
Products for Consumers Using
Anti-Obesity Medications

Interest in anti-obesity medications (AOMs) continues to grow

in response to a variety of factors including the growing global focus on health and wellness and consumer concern about weight management, obesity and related metabolic diseases.¹



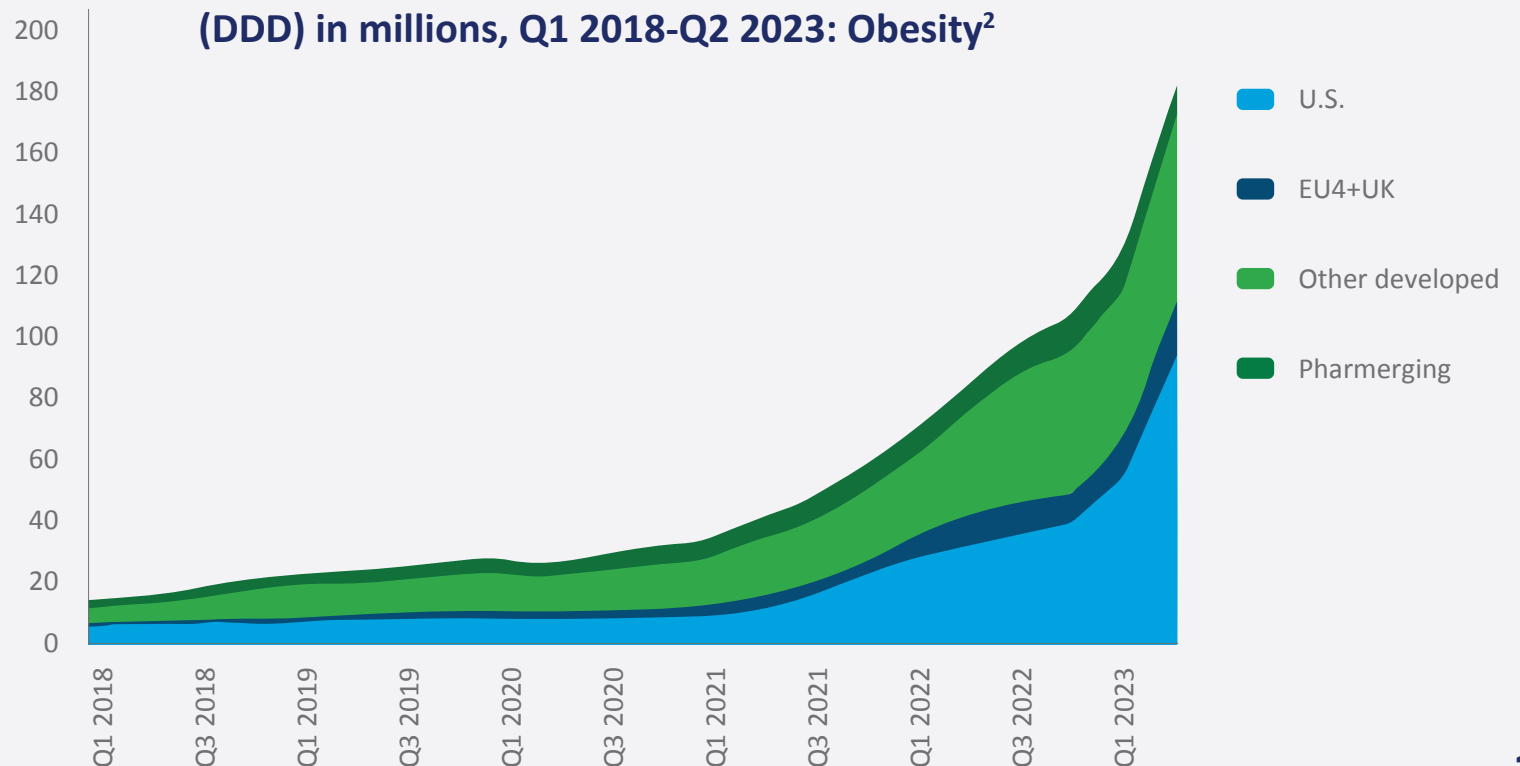
Consumers Are Riding the Weight Loss Wave

There's no denying that consumers are embracing—and utilizing—today's anti-obesity medications (AOMs), especially GLP-1 agonists.

Quarterly prescriptions for GLP-1 medications increased >300% between early 2020 and the end of 2023:



Quarterly GLP-1 agonist volume in defined daily doses (DDD) in millions, Q1 2018-Q2 2023: Obesity²





A Word About GLP-1

GLP-1 (glucagon-like peptide-1) is a naturally occurring hormone that stimulates insulin secretion and may suppress appetite, promoting satiety. After eating a meal, GLP-1 works by binding to receptors which send messages to the body to increase the amount of insulin released. Insulin tells the body's cells to take in blood glucose, decreasing glucose levels in the blood.

GLP-1 receptor agonists are a class of medications that can help manage Type 2 diabetes and obesity. They're often injection medications.³



Weight Management is a Journey: Meet Consumers in Their Moment

In the midst of today's new weight management reality, there is a real opportunity beyond the GLP-1 medications themselves. GLP-1 usage creates consumer moments—during and after usage—with specific needs that innovators like you can now answer with carefully developed new products and reformulations.



CONSUMER MOMENT



CONSUMER NEED



**Muscle Mass
Retention**



**Minimizing
GI Discomfort**



Hydration



Satiety



**Weight Regain
Management**

Consumer Needs: DURING GLP-1 Medication Usage

Consumers who are currently using a GLP-1 for weight management may experience specific pain points including: **loss of muscle mass, GI discomfort and the risk of dehydration.**



Muscle Mass Retention

Any time a person loses weight quickly, as can be the case with GLP-1 drugs, loss of lean muscle mass can result. In fact, 20-40% of typical weight loss comes from muscle mass.⁴



Minimizing GI Discomfort

Gastrointestinal discomfort is the most common side effect of GLP-1 drugs, since they slow down both gastric emptying and transit time.⁵



Hydration

GLP-1s may trigger ‘thirst satiation’, leading to reduced fluid consumption.^{6,7} Those experiencing certain common side effects of GLP-1 drugs need to pay particular attention to staying hydrated because they’re at even greater risk of dehydration.



Consumer Needs: AFTER GLP-1 Medication Usage

IT'S NOT OVER, WHEN IT'S OVER...

Consumers who are stopping or reducing their GLP-1 usage have distinct needs that must be met to ensure their continued success: **satiety and managing weight regain.**



Satiety

The 'food noise' that is dampened while on AOMs likely returns after stopping AOM use, increasing the importance of dietary levers to induce satiety.⁸



Weight Regain Management

2/3 of the weight lost on GLP-1s is regained within one year after discontinuing their use.⁹



Seize the Moment

All of this innovation and momentum creates additional opportunities for food, beverage and dietary supplement products that address consumers' needs during—and after—their GLP-1 usage.

Opportunity awaits in this dynamic marketplace... but it won't wait long.

Seize the moment with a perfect companion. You can turn to ADM for the innovation you need to help you capture your share of this emerging market. We are at-the-ready, with a unique ingredient portfolio and the full-formula expertise to help you serve consumers who are engaging with GLP-1 medications.



ADM's Unique Ingredient Portfolio

Developing products that meet the needs of consumers on their GLP-1 weight management journey requires the right ingredients to meet the moment, during and after their GLP-1 usage.

ADM's unique, versatile—and readily available—ingredient portfolio can help you leverage the opportunity to offer products that meet the specific needs of consumers engaging with today's GLP-1 medications.





Beyond providing the optimal solution to specific consumer needs, our ingredients may provide the opportunity to offer potential claims* to your consumer audience:

**Contact ADM to learn more about potential claims.*

DURING GLP-1 MEDICATION USAGE

Consumer Need



Muscle Mass Retention



Minimizing GI Discomfort



Hydration

ADM Ingredients To Consider

**Soy and Pea Proteins
Wheat Protein**

**ES1 Postbiotic
DE111[®] 1Bi Probiotic
Fibersol[®]
Digestive Support Flour Blend**

**Flavors
SweetRight[®] Solutions
Coconut Water Powder**



Beyond providing the optimal solution to specific consumer needs, our ingredients may provide the opportunity to offer potential claims* to your consumer audience:

**Contact ADM to learn more about potential claims.*

AFTER GLP-1 MEDICATION USAGE

Consumer Need



Satiety

ADM Ingredients To Consider

Fibersol®
Soy and Pea Proteins
Wholesome Ingredients
Resistant Tapioca Starch



Weight Regain Management

Fibersol®
Soy and Pea Proteins
BPL-1 Postbiotic
SweetRight® Sweetening Solutions
Keto-Friendly/Carb-Conscious Flour Replacer

Why ADM?

ADM's truly unique ingredient portfolio and full-formula product development expertise make us your one-stop partner to develop solutions that meet the needs of consumers engaging with GLP-1 medications.

At ADM, we're ready to help you bring your brand's GLP-1 companion product to fruition.



SOURCES

- ¹Research conducted by University of North Carolina at Chapel Hill's Gillings School of Global Public Health-National Health and Nutrition Examination Survey data from 8,721 people in the U.S. between 2009 and 2016
- ²IQVIA MIDAS, Jun 2023; IQVIA Institute, Dec 2023
- ³<https://my.clevelandclinic.org/health/treatments/13901-glp-1-agonists>
- ⁴Heymsfield, S. B., M. C. C. Gonzalez, W. Shen, L. Redman, and D. Thomas. 2014. "Weight Loss Composition Is One-Fourth Fat-Free Mass: A Critical Review and Critique of This Widely Cited Rule: Weight Loss Composition." *Obesity Reviews: An Official Journal of the International Association for the Study of Obesity* 15 (4): 310–21.
- ⁵Liu, Lulu, Jia Chen, Lei Wang, Chen Chen, and Li Chen. 2022. "Association between Different GLP-1 Receptor Agonists and Gastrointestinal Adverse Reactions: A Real-World Disproportionality Study Based on FDA Adverse Event Reporting System Database." *Frontiers in Endocrinology* 13 (December): 1043789.
- ⁶Winzeler, Bettina, Clara O. Sailer, David Coynel, Davide Zanchi, Deborah R. Vogt, Sandrine A. Urwyler, Julie Refardt, and Mirjam Christ-Crain. 2021. "A Randomized Controlled Trial of the GLP-1 Receptor Agonist Dulaglutide in Primary Polydipsia." *The Journal of Clinical Investigation* 131 (20). <https://doi.org/10.1172/jci151800>.
- ⁷McKay, Naomi J., Scott E. Kanoski, Matthew R. Hayes, and Derek Daniels. 2011. "Glucagon-like Peptide-1 Receptor Agonists Suppress Water Intake Independent of Effects on Food Intake." *American Journal of Physiology. Regulatory, Integrative and Comparative Physiology* 301 (6): R1755-64.
- ⁸Bettadapura, Sahana, Katherine Dowling, Kelli Jablon, Ahmed W. Al-Humadi, and Carel W. le Roux. 2024. "Changes in Food Preferences and Ingestive Behaviors after Glucagon-like Peptide-1 Analog Treatment: Techniques and Opportunities." *International Journal of Obesity*, March. <https://doi.org/10.1038/s41366-024-01500-y>.
- ⁹Wilding, John P. H., Rachel L. Batterham, Melanie Davies, Luc F. Van Gaal, Kristian Kandler, Katerina Konakli, Ildiko Lingvay, et al. 2022. "Weight Regain and Cardiometabolic Effects after Withdrawal of Semaglutide: The STEP 1 Trial Extension." *Diabetes, Obesity & Metabolism* 24 (8): 1553–64.

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