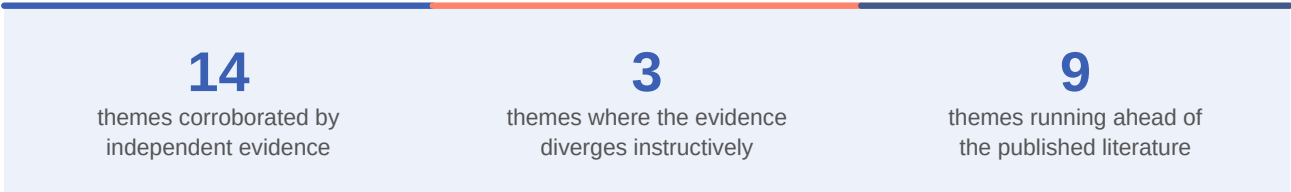


Literature Review

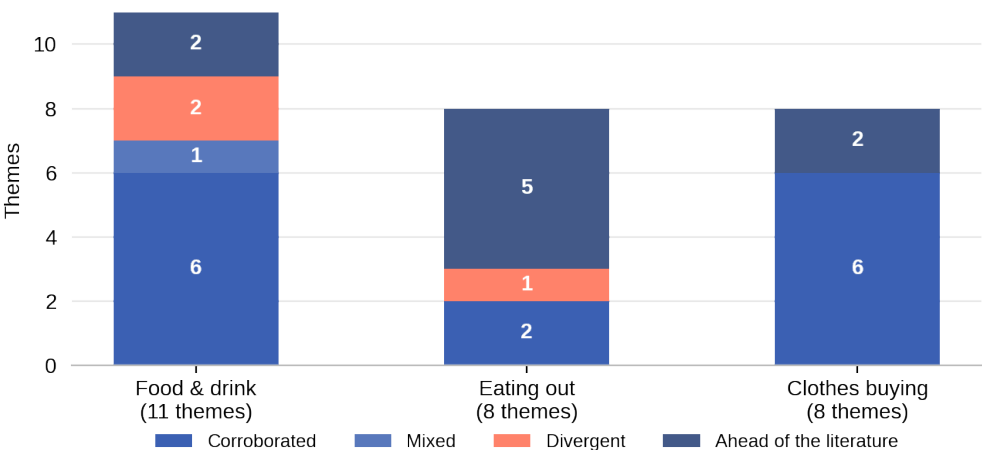
How the GLP-1 Conversation Tracker's findings compare with the published evidence

Momentum Research · Digital Conversation Analysis · GLP-1 (Mounjaro/Wegovy) Project · Illustrated edition · 30 July 2026

This review sets the findings of the GLP-1 Conversation Tracker against the published evidence base: peer-reviewed clinical and marketing research, purchase-panel studies, analyst estimates and trade reporting. Its job is to establish three things — where independent evidence corroborates what we found, where it points somewhere different, and where our social listening data is picking up consumer behaviour the published literature has not yet caught.



How the 27 tracker themes stand against published evidence



One theme — alcohol's bidirectional pattern — is counted as mixed: the initial fall is corroborated, the later rebound is not yet measurable in published research.

A note on method

Sources were selected for relevance to the three tracker categories and for traceability to an identifiable study, panel or named analyst. Priority was given to peer-reviewed research and to purchase-panel data over survey self-report, and to UK evidence where available, since the tracker's own dataset is UK-weighted. Full references are listed at the end.

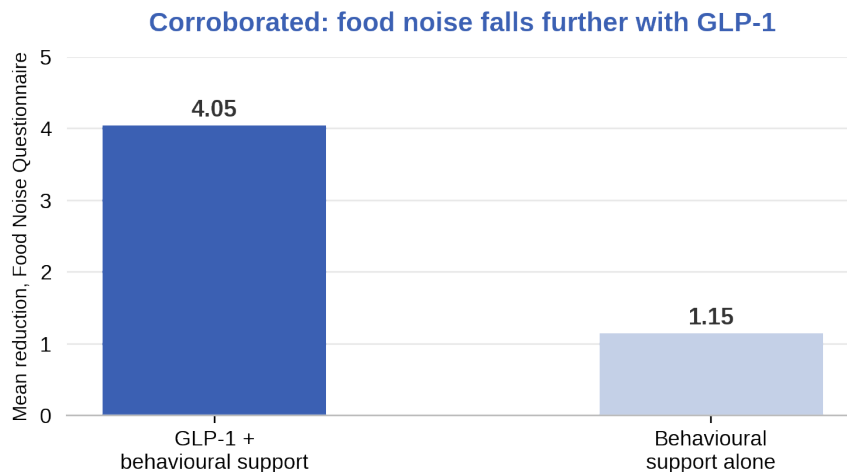
Two caveats apply throughout. Most large-scale purchase-panel evidence is US-based, whereas the tracker's communities are predominantly UK; where a UK equivalent exists it is used in preference. And comparisons are directional rather than statistical: the tracker measures what people say, the panels measure what people buy. Where they disagree, that disagreement is usually the interesting finding rather than an error in either source.

Food & drink (Eating at Home)

Food noise as the master mechanism

CORROBORATED

Our central finding, that a quietening of intrusive food thoughts sits underneath almost every other behaviour change, is now well supported. Research published in *Cureus* models food noise as cue-driven mental simulation of short-term reward, and proposes that GLP-1 receptor agonists attenuate default mode network activity associated with food-related rumination.



Source: study presented at the European Congress on Obesity, using a validated Food Noise Questionnaire. Follow-up was one month, so durability is not yet established.

The provenance of the term matters as much as the finding. Food noise originated with patients and spread through online communities — communities of the same kind we read — for several years before researchers formalised it. The first peer-reviewed definition appeared in *Nutrition & Diabetes* in 2025; a later paper in the same journal analysed TikTok videos to characterise the construct, and Penn State researchers have used social media discussion explicitly to help define it.

Corroborated: conversation data has repeatedly led the literature



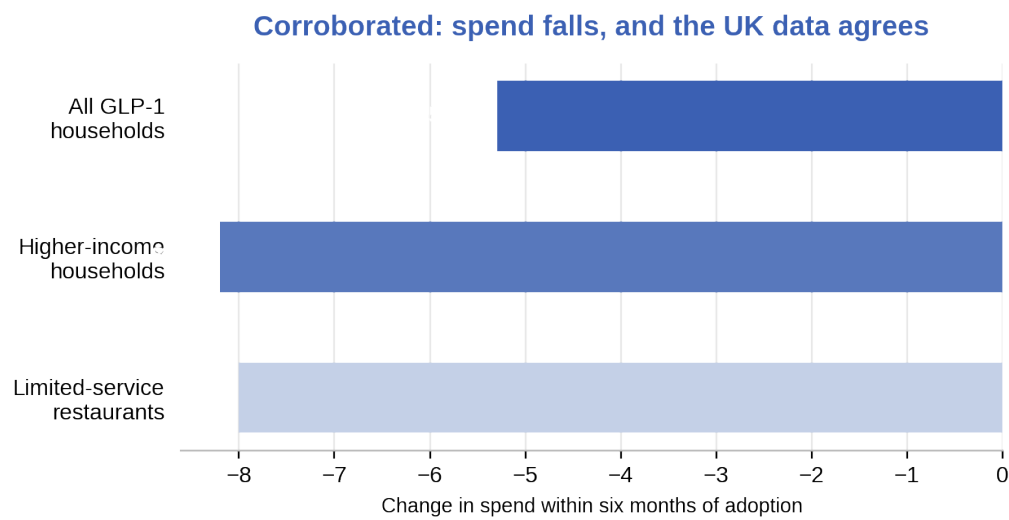
The single most important concept in the GLP-1 consumer story was visible in conversation data years before it was measurable clinically — and researchers ultimately turned to social content analysis to pin it down.

Grocery spending falls, with a self-funding narrative

CORROBORATED

The tracker found posters describing a smaller shopping bill, often framed as partially offsetting the cost of the medication. The Cornell / Numerator study in the *Journal of Marketing Research* puts numbers on

it, and UK panel data points the same way: Worldpanel by Numerator, surveying more than 11,500 households for the year to February 2026, found GLP-1 use had wiped £780m off British grocery spend — £418 per user household. That panel puts 6.3% of GB households as including a current user, up from 2.3% in 2024, or around 1.9 million adults, 77% of them women.

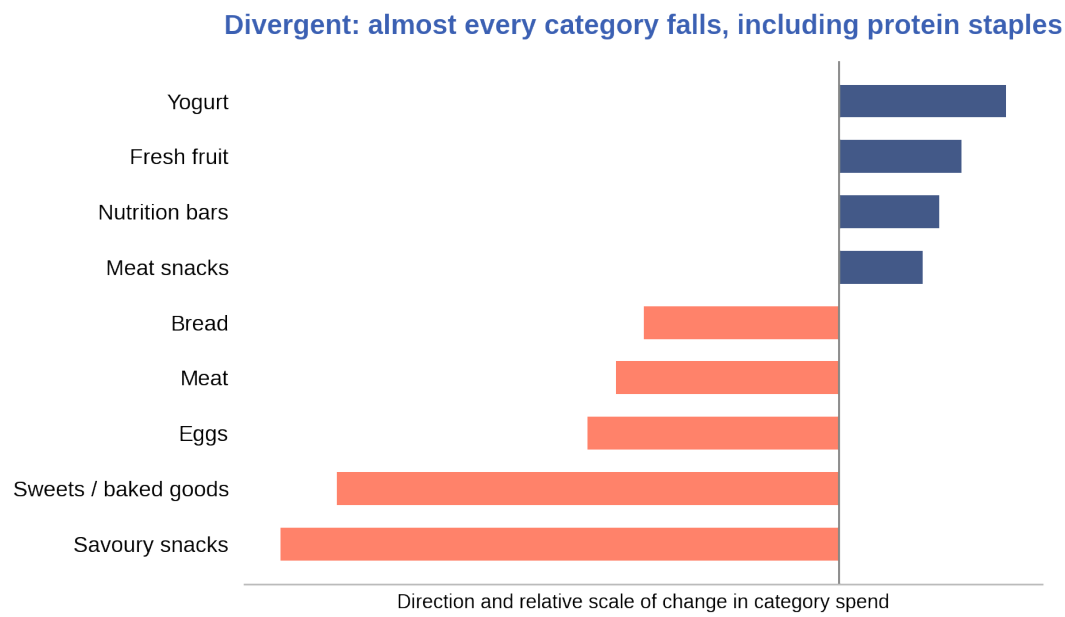


Source: Cornell / Numerator, Journal of Marketing Research (US figures). UK comparison: Worldpanel by Numerator, year to February 2026.

Rotation towards protein and whole foods

DIVERGENT

This is the sharpest disagreement in the review. Our posters describe an active pull towards protein, fresh produce and whole foods. The purchase data shows something more one-sided: the largest declines are in savoury snacks, sweets and baked goods, but staples including bread, meat and eggs also fell, and only a handful of categories rose at all. A Nature Medicine phase 1 trial of tirzepatide similarly found intake reductions spread fairly evenly across macronutrients rather than selectively.



Indicative directions from Cornell / Numerator category findings; only savoury snacks (−10%) is a published point estimate. Yogurt was the largest riser. Bar lengths show direction and relative scale, not precise values.

The most likely reading is that intention and expenditure are being confused. People genuinely are prioritising protein — but they are eating so much less overall that prioritisation shows up as a smaller decline rather than an absolute increase. For a brand, that is the difference between a growth category and one that is merely shrinking more slowly than its neighbours. UK retail commentary supports the behavioural reading, describing a shift to ‘satiety spend’ and smaller baskets with higher value per item; M&S, Ocado, Co-op and Morrisons have all launched nutrient-dense or explicitly GLP-1-oriented ranges on that basis.

Sugar as the persistent exception

DIVERGENT

The tracker found sugar cravings surviving where interest in other foods collapsed. Purchase data complicates this: sweets, baked goods and cookies fell by roughly as much as savoury snacks, though separate reporting of the same dataset noted candy among the categories users bought more of. The honest position is that this is unresolved.

Divergent: sugar is the one category the two sources disagree on



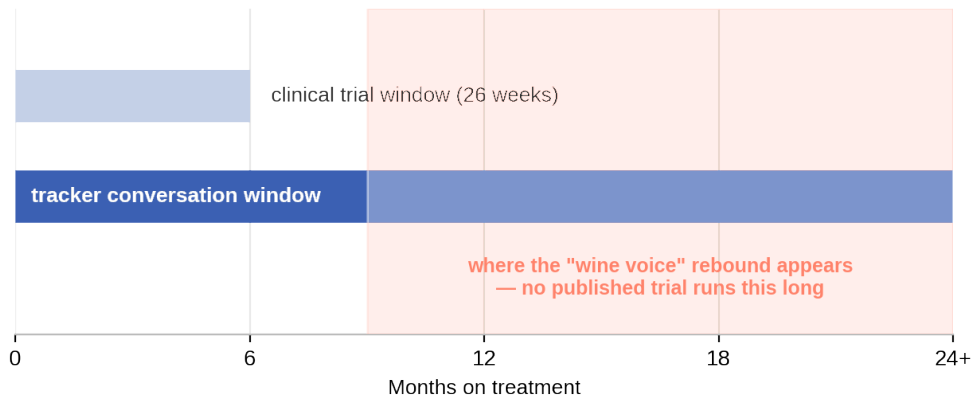
A strong candidate for direct testing in Wave 3.

Alcohol's bidirectional pattern

MIXED

The initial fall in alcohol interest is one of the best-evidenced findings in the field. A randomised placebo-controlled trial in The Lancet found semaglutide substantially reduced heavy drinking in patients with alcohol use disorder and comorbid obesity, supported by a further randomised trial reported by the NIH and by preclinical work in rodents and primates. What the literature does not yet describe is the second half of our finding: a rebound for a vocal minority further into treatment — what posters call the ‘wine voice’ returning.

Partly ahead: the initial drop is proven, the rebound is not yet measurable



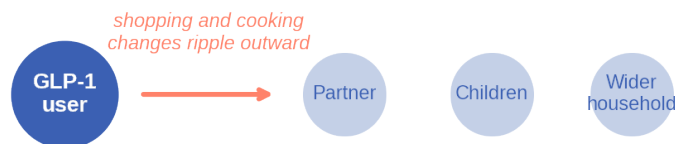
This is the clearest example in the review of conversation data running ahead of published evidence: a 26-week trial cannot see an eighteen-month pattern.

Taste change, and household spillover

CORROBORATED

Both themes emerged new in our Wave 2 read, and both have independent support. Reporting in October 2025 linked altered taste perception under GLP-1 therapy to increased satiety and decreased appetite. And the Cornell researchers note explicitly that when one person starts eating and shopping differently, those changes ripple outward to partners and children — which is why their reductions are measured at household rather than individual level.

Corroborated: the effect is measured at household, not individual, level



The tracker adds the texture the panel cannot see: who is still doing the cooking, and how they feel about it.

The protein paradox, and fragility under stress

AHEAD OF THE LITERATURE

Two of our Food & drink themes have no meaningful published equivalent. Both are behaviourally specific, commercially actionable, and entirely absent from the panel and clinical data reviewed here.

Ahead of the literature: no published equivalent

- The protein paradox — hitting a protein target with no appetite
- Fragility under acute stress — bereavement, illness, a missed dose

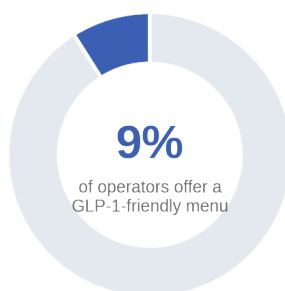
Eating out

Portion control becomes automatic

CORROBORATED

Trade research supports what our posters describe: operators report increased demand for smaller portions and split entrées. What they have not done is act on it, which matches our own finding that the alternative to a suitable format is often not a smaller order but no visit at all.

Corroborated: demand for smaller portions is recognised, but barely acted on

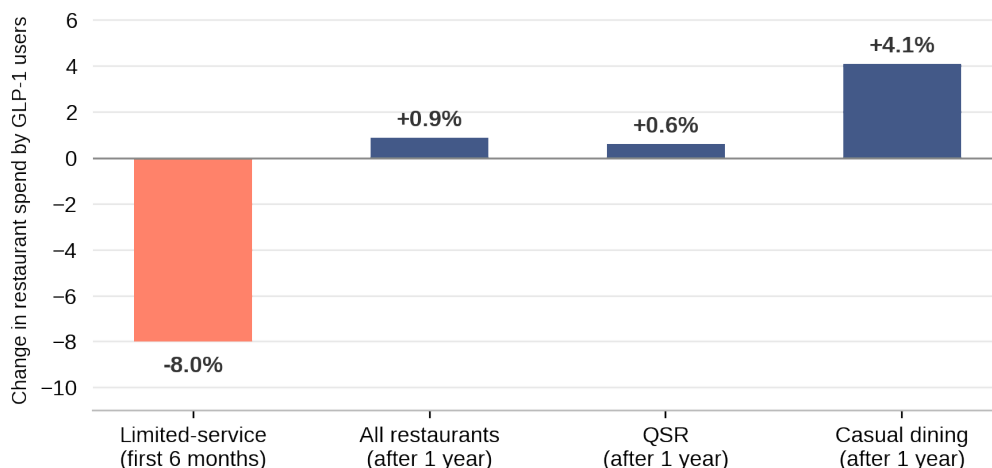


Eating out gets cheaper

DIVERGENT

Our posters are emphatic that eating out now costs them less. The industry data says something more complicated: spending at limited-service restaurants falls sharply, but after a year on the medication total restaurant spending by users rises slightly, with casual dining up over 4%.

Divergent: spend falls at first, then recovers and shifts upmarket



Sources: Cornell / Numerator (limited-service, first six months); Circana-based analysis reported by the restaurant trade (one-year figures).

These are not contradictory once you separate per-visit spend from total spend. Our data measures the former, because that is what posters experience and talk about; the panels measure the latter. The reconciliation is that people are spending less per visit and visiting at least as often — trading fast food for casual dining, and quantity for occasion. Survey work pointing the same way found 66% of users saying they had cut restaurant spending while 48% of Gen Z and Millennial users reported dining out more. The National Restaurant Association's framing, that this is shifting habits rather than shrinking

demand, fits both datasets and our reading.

Alcohol recalibrated around going out

CORROBORATED

Covered by the same clinical evidence as the Food & drink alcohol theme. For hospitality specifically this remains the most exposed line item in the entire project: the cover is holding up far better than the bar tab, and the trade coverage reviewed here discusses menu and portion adaptation at length while saying comparatively little about the drinks list.

Menu strategy, holidays, occasions and the loss-versus-liberation split

AHEAD OF THE LITERATURE

Four of our eight Eating out themes have no published counterpart at all — the highest proportion of any category in the project. The crowd-sourced menu strategy is a significant piece of consumer behaviour that no panel captures; the loss-versus-liberation split is a brand-positioning question of real consequence that is currently invisible outside conversation data.

Ahead of the literature: four of eight Eating out themes

- A crowd-sourced menu strategy — which chains and dishes work
- Holidays as the highest-stakes test of the whole arrangement
- How special occasions are managed
- The unresolved split between loss and liberation

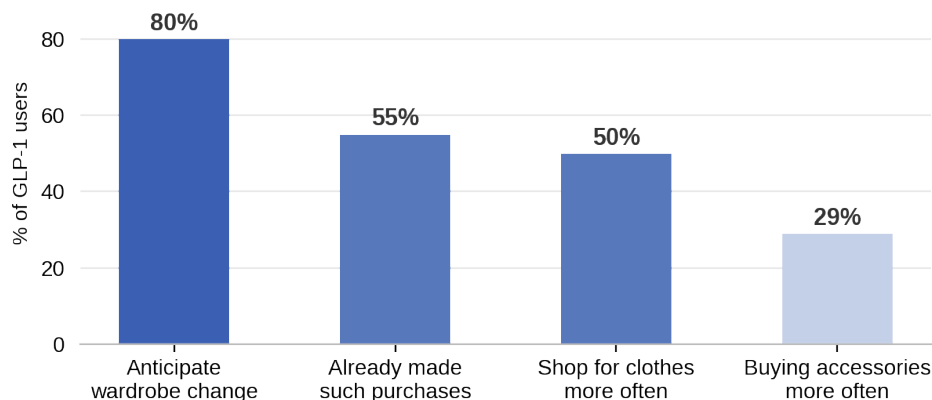
Clothes buying

The timing dilemma and the double buy

CORROBORATED

Our central finding — that people delay buying, then buy twice — is well supported. Circana reported in March 2026 that 80% of GLP-1 users anticipated wardrobe changes and 55% of active users had already made such purchases. Analysts describe exactly the ‘double-buy’ pattern our posters agonise over: transitional clothing bought during the loss, then bought again at goal size.

Corroborated: the wardrobe intention is near-universal



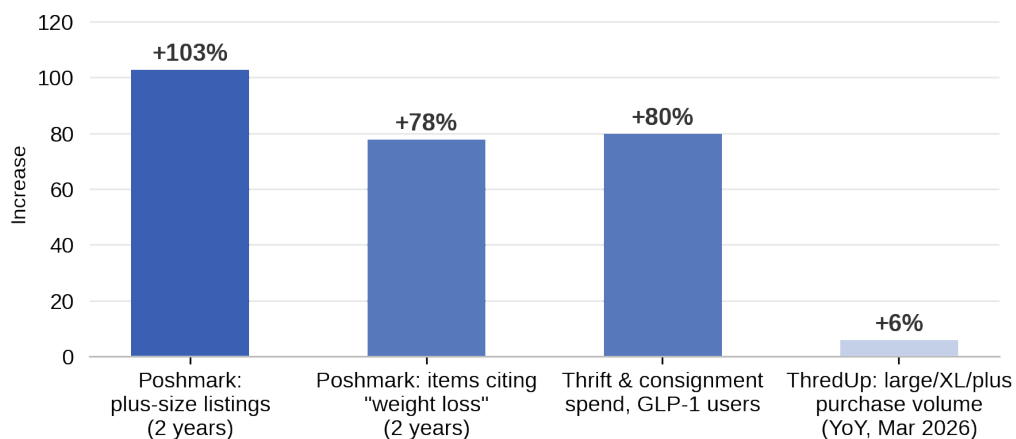
Source: Circana, March 2026.

The resale economy as default, not fallback

CORROBORATED

This is the best-evidenced of our Clothes buying themes. Our UK data, dominated by Vinted rather than the US platforms these figures come from, shows precisely the same behaviour in a different marketplace.

Strongly corroborated: the resale economy is the default, not the fallback



Sources: Poshmark and ThredUp figures as reported in trade and business press.

The eventual reward splurge

CORROBORATED

Bernstein estimates GLP-1-related wardrobe change could generate up to \$13bn in additional annual apparel spending, and off-price, discount and subscription-styling retailers are widely tipped as beneficiaries. Our data supports the direction but adds a qualifier the forecasts tend to omit: the splurge is back-loaded and accrues to a smaller cohort than headline numbers imply.

Corroborated, with a caution: the upside is real but back-loaded



Tracker posters explain the gap: many refuse to buy at full price until their size stabilises.

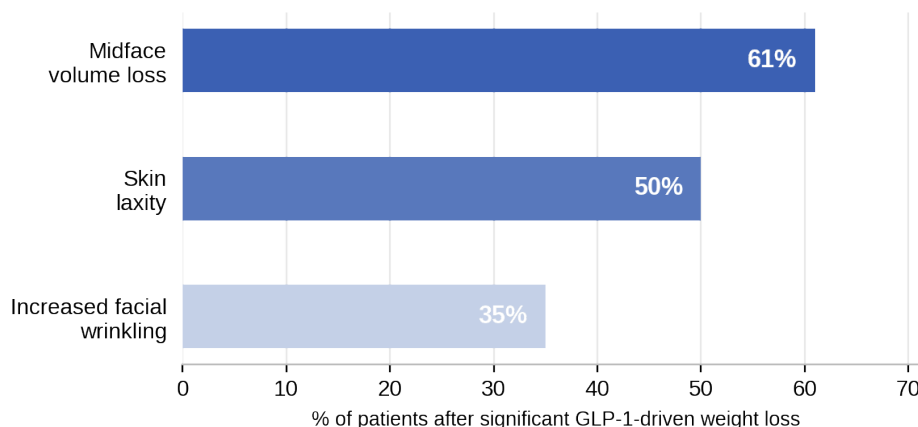
The supply side of the same dynamic is visible in plus-size retail contraction and in reported surges in costly clothing returns as customers drop sizes mid-order.

Loose skin and body image

CORROBORATED

Clinical evidence confirms the scale of the issue, and emerging body-image research describes a 'brain-body lag' in which dissatisfaction can rise rather than fall during rapid loss.

Corroborated on prevalence — the tracker adds the reframe



Prevalence from a reported clinical series of patients following significant GLP-1-driven weight loss.

Our data corroborates all of this — and adds something the literature does not have: the deliberate, community-led reframing of loose skin as a badge of honour. That is a coping strategy being actively constructed in public, with direct implications for how skincare, intimates and swimwear brands should speak to this consumer.

Letting go of old clothes, and the bra problem

AHEAD OF THE LITERATURE

Neither the emotional difficulty of disposing of larger clothing — including the widely held superstition that discarding it invites regain — nor the recurring, commercially under-served difficulty of finding bras that fit a rapidly changing ribcage appears anywhere in the published evidence.

Ahead of the literature: two clear product opportunities

- | |
|--|
| <ul style="list-style-type: none">• The emotional difficulty of letting go of larger clothes |
| <ul style="list-style-type: none">• The bra problem — a rapidly changing ribcage, under-served |

What the comparison tells us overall

Across all three categories the pattern is consistent. Where the published evidence and our data overlap, they agree: food noise, falling grocery spend, reduced alcohol, taste change, household spillover, the resale surge and the loose-skin problem are all corroborated. Where they diverge, the divergence is almost always a measurement artefact rather than a contradiction — per-visit versus total restaurant spend, or stated priority versus absolute category growth. Knowing which of the two you are looking at is the difference between a sound commercial decision and a bad one.

The more valuable observation is how much of our thematic map has no published counterpart. The protein paradox, stress fragility, the crowd-sourced menu guide, holidays as stress test, the loss-versus-liberation split, the psychology of letting clothes go, the bra problem and the alcohol rebound are all absent from the literature reviewed here. Several are among the most commercially actionable findings in the project. They exist in our data because full-read conversation analysis captures reasoning, ambivalence and workaround behaviour — none of which a transaction record contains, and none of which a trial is designed to elicit.

Timing matters too. The published evidence base has moved quickly but still lags: the strongest purchase-panel work covers adoption through 2025, and the alcohol trials run to 26 weeks. Our Wave 2 data runs to July 2026. On any behaviour that changes with time on treatment, conversation data is currently the only place the pattern is visible at all.

Implications for Wave 3

This review sharpens what the late-August wave should look for. Three questions now have a specific external reference point. **Sugar:** does the persistent-craving finding hold when read against purchase data showing confectionery falling in line with other indulgence categories? **Protein:** are posters describing genuine incremental purchasing, or prioritisation within a shrinking basket — a distinction we can test directly in how they talk about it. **Alcohol:** does the rebound strengthen, and can we characterise the point in treatment at which it appears, given no published trial currently runs long enough to see it.

We will also watch for the literature catching up. If published research begins to describe the protein paradox, the menu-strategy behaviour or the alcohol rebound over the coming year, that will be a useful retrospective measure of how far ahead conversation data actually runs.

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This review is a companion to the three GLP-1 DCA topic reports and the Wave 1 vs Wave 2 Tracker. External figures are reproduced as reported by the cited source; where a source reports another organisation's data, that organisation is named. Comparisons between external findings and tracker findings are Momentum Research's own interpretation.

Momentum Research helps agencies and brands understand consumers through Digital Conversation Analysis — mining authentic online conversation at scale to see not just what people do, but why.