

GLP-1 Conversation Tracker

Wave 1 → Wave 2: what changed, and what Wave 3 might reveal

Momentum Research · Digital Conversation Analysis · GLP-1 (Mounjaro/Wegovy) Project · 29 July 2026



Two full read-throughs of the same GLP-1 communities are now complete, and a third is scheduled for late August 2026. This tracker sits above the project's topic reports to show what actually moved between the first wave and the second — not another walk through the methodology, but the headline shifts in scale, spread and theme, and an early look at what we'll be watching for when Wave 3 lands.

739

unique posts read in full
(up from 105 in Wave 1)

6,130

comments read in full
(up from 2,324 in Wave 1)

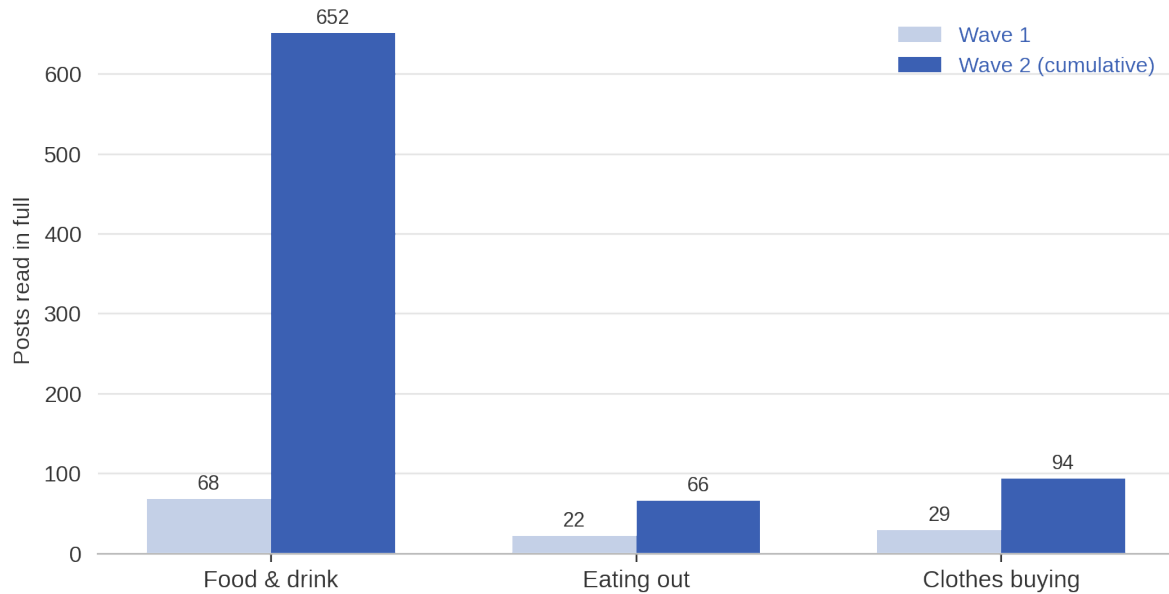
26

subreddits now contributing
(up from 5 in Wave 1)

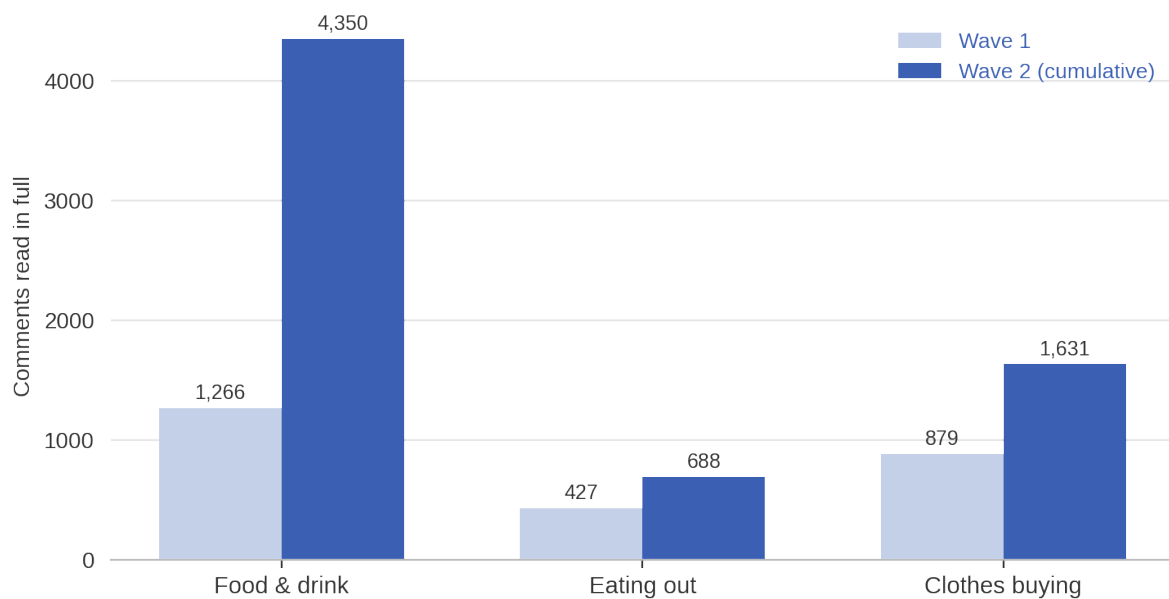
The picture got much bigger, not just longer

Food & drink accounts for almost all of the growth in absolute terms: from 68 posts to 652 — nearly a tenfold increase — while Eating out and Clothes buying roughly tripled in volume. Comment volume grew more modestly than post volume across all three topics, which is expected: Wave 2 deliberately widened the net beyond the highest-profile threads Wave 1 started with, pulling in more typical, lower-traffic conversations alongside the standout ones.

Posts curated by topic: Wave 1 vs Wave 2



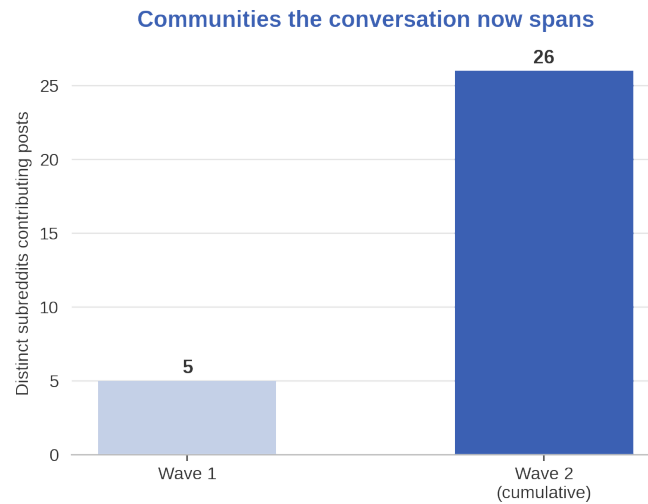
Comments curated by topic: Wave 1 vs Wave 2



Base: posts and comments read in full before inclusion, GLP-1 DCA Project, Wave 1 and Wave 2 (cumulative).

The conversation is spreading, not just deepening

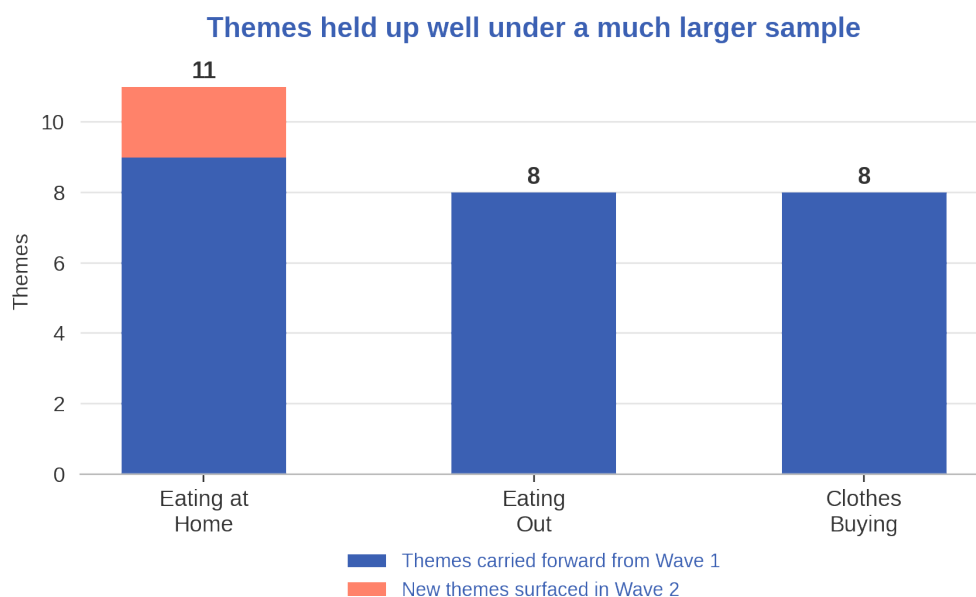
The subreddit footprint more than quintupled, from five core communities to twenty-six, as a wider discovery pass surfaced GLP-1 conversation in adjacent spaces — general health, ADHD and country-specific weight-loss communities among them. The three deep-dive sections below break this out topic by topic, including just how far Eating out and Food & drink have converged.



Base: distinct subreddits contributing at least one curated post to the GLP-1 DCA Project, Wave 1 and Wave 2 (cumulative).

The themes held, with two genuine new arrivals

Of the 25 themes identified in Wave 1, all but two were reinforced rather than overturned by a sample roughly seven times the size — a good sign for the project's methodology. The genuine movement came entirely in Eating at Home, which gained two new themes (a taste-change phenomenon, and the way GLP-1 use reshapes what happens to the other people at the table), plus a related nuance in Clothes Buying: retailers now failing to stock the smaller sizes their own customers are moving into.

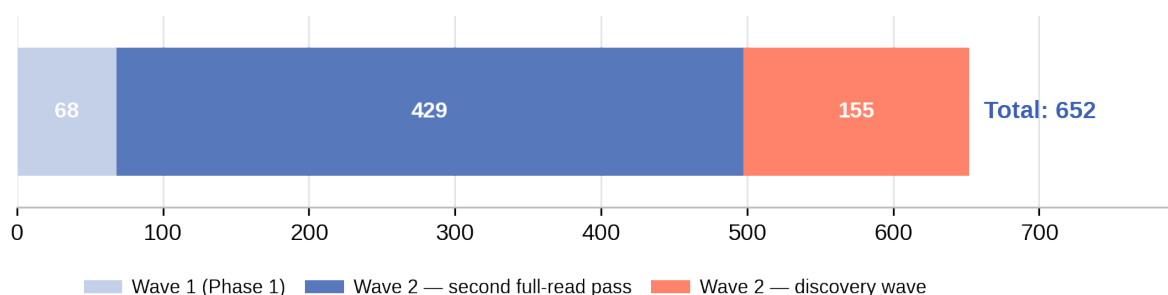


Base: themes coded across the three topic reports, Wave 1 (original 25) against Wave 2 (27, following reinforcement and two new themes).

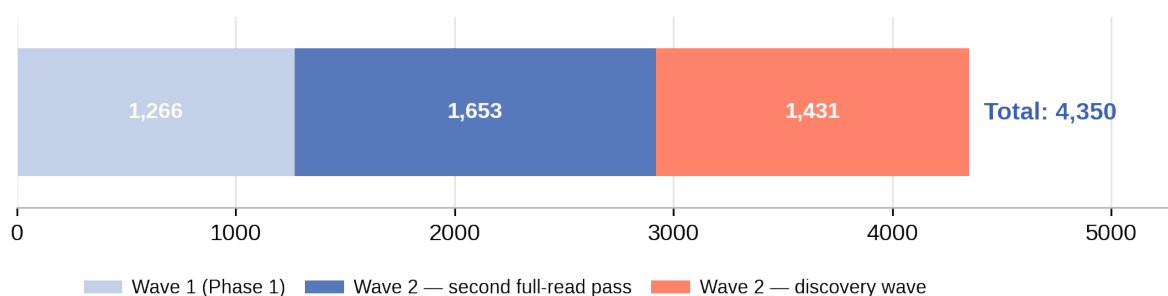
Deep dive: Food & drink

Food & drink is where almost all of the project's growth sits, and where both of the genuinely new Wave 2 themes emerged. The second full-read pass alone added 429 posts; a further discovery wave, surfacing adjacent communities such as r/GLPGrad and r/pourover, added 155 more. Subreddit coverage widened from five core communities to twenty-five.

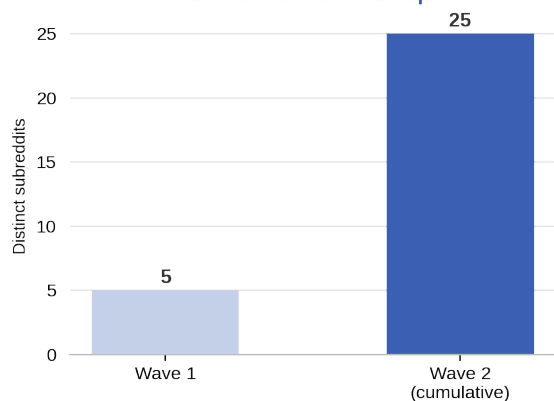
Food & drink: posts, by collection wave



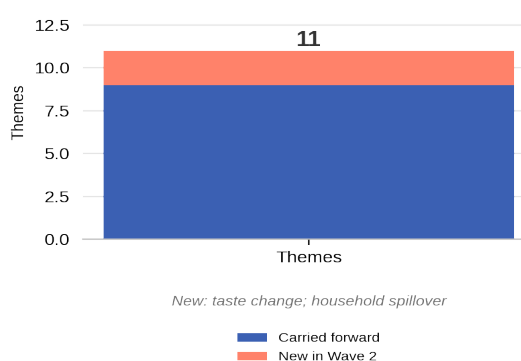
Food & drink: comments, by collection wave



Food & drink: subreddit spread



Food & drink: themes

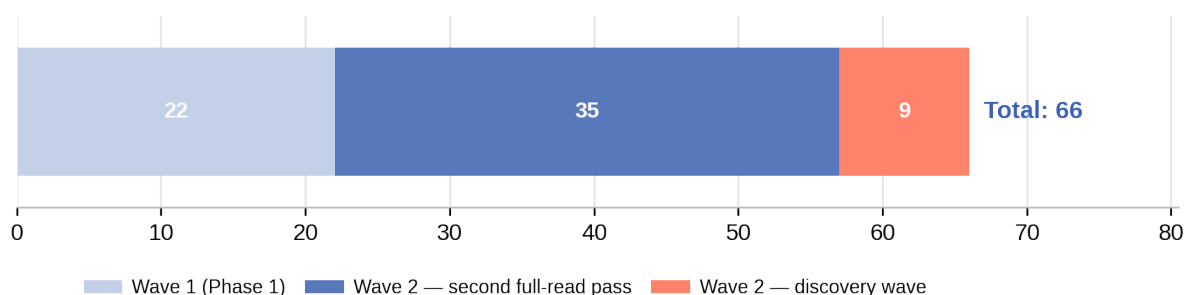


Base: Food & drink posts and comments read in full, by collection wave; subreddits and themes coded for this topic, Wave 1 vs Wave 2.

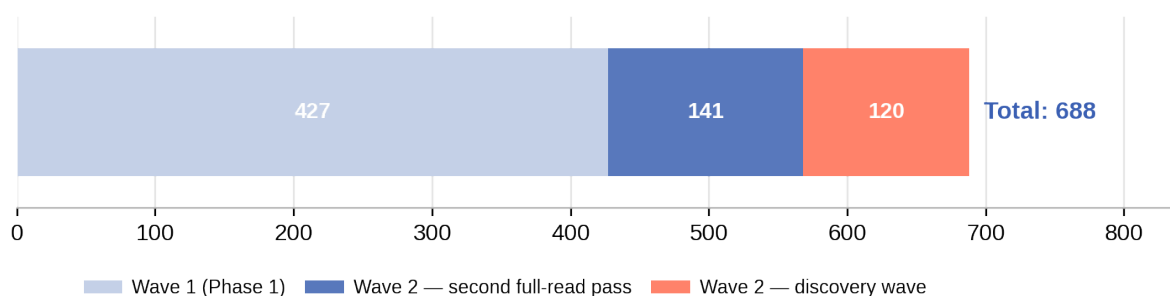
Deep dive: Eating out

Eating out roughly tripled in both posts and comments between waves without needing to leave the core subreddits Wave 1 already covered — only three further communities (including [r/EatCheapAndHealthy](#) and [r/MounjaroAus](#)) were added on top of the original five. All eight of Wave 1's themes were reinforced rather than replaced.

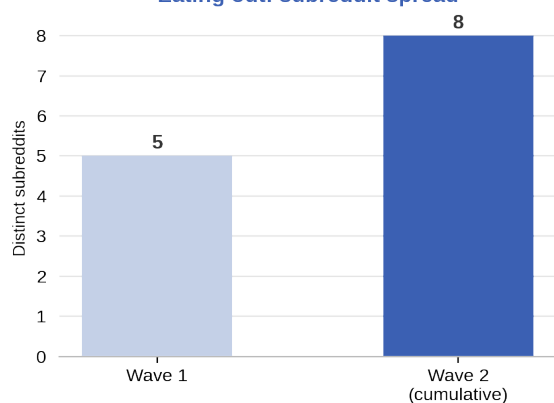
Eating out: posts, by collection wave



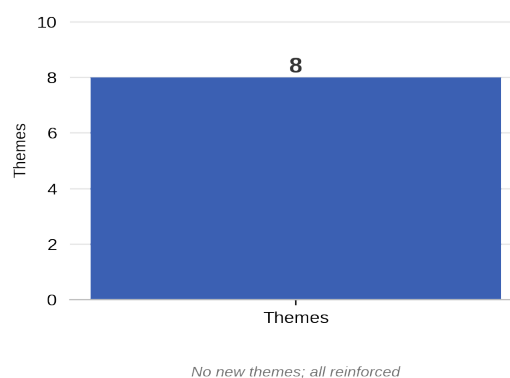
Eating out: comments, by collection wave



Eating out: subreddit spread

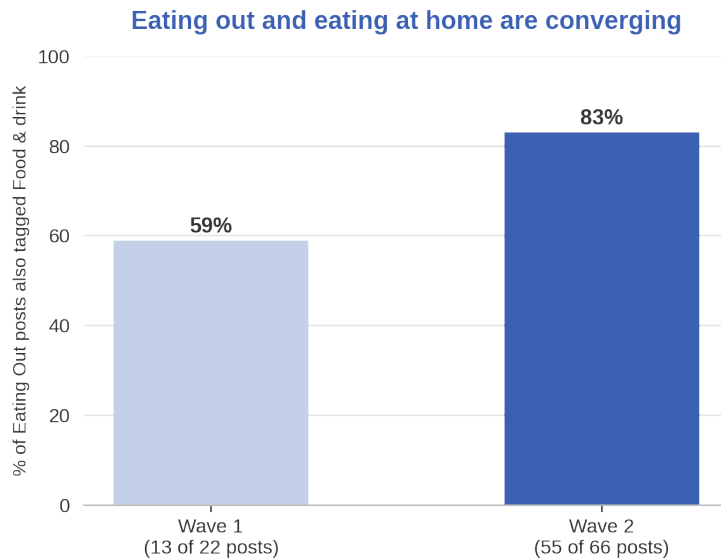


Eating out: themes



Base: *Eating out* posts and comments read in full, by collection wave; subreddits and themes coded for this topic, Wave 1 vs Wave 2.

The standout finding for this topic, though, is behavioural rather than volumetric. In Wave 1, fewer than six in ten *Eating out* posts also touched on food-at-home habits; in Wave 2, that's risen to more than eight in ten. Restaurant meals and the weekly shop are, for most posters, now one continuous story rather than two separate ones.

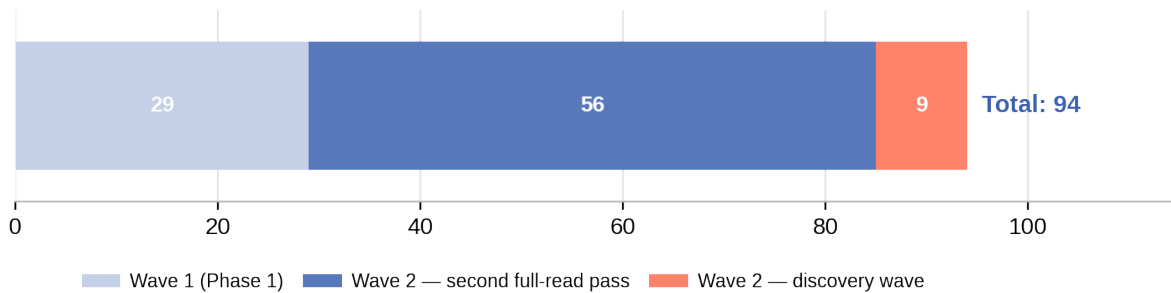


Base: Eating out posts also tagged Food & drink, GLP-1 DCA Project, Wave 1 and Wave 2 (cumulative).

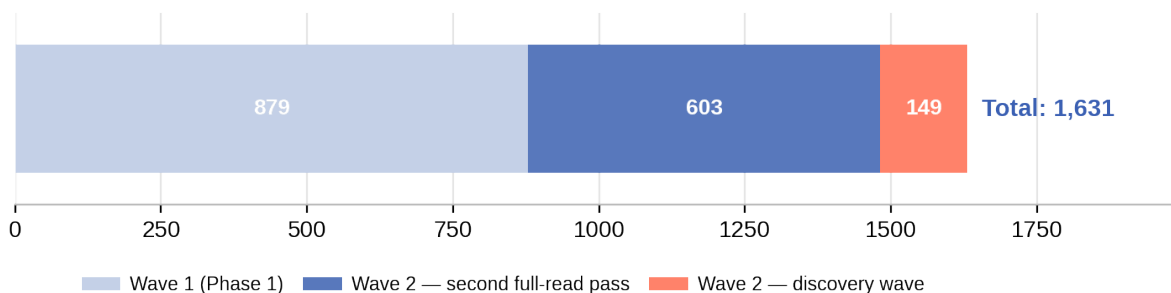
Deep dive: Clothes buying

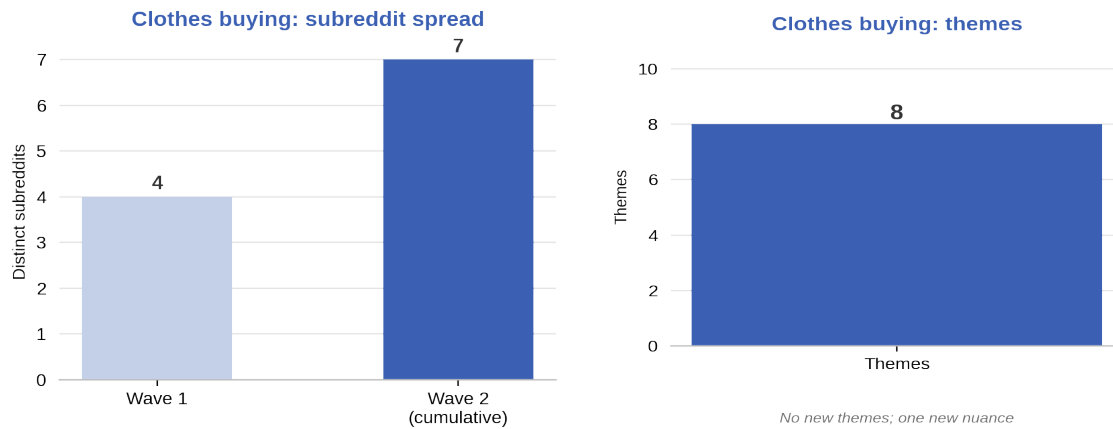
Clothes buying grew more than threefold in posts and nearly doubled in comments, staying almost entirely within its original four core communities — the discovery wave added just three more (r/AskReddit, r/PetiteFitness and r/unitedkingdom, the latter via a mainstream press piece on GLP-1 and clothes shopping). No standalone new theme emerged, but the existing timing-dilemma theme picked up a genuinely new nuance: retailers now failing to stock the smaller sizes their own customers are moving into.

Clothes buying: posts, by collection wave



Clothes buying: comments, by collection wave





Base: Clothes buying posts and comments read in full, by collection wave; subreddits and themes coded for this topic, Wave 1 vs Wave 2.

Looking ahead: Wave 3, due late August 2026

Wave 3 is scheduled for late August 2026, roughly a month after this tracker. With the underlying sample now large enough that Wave 2's themes look stable, the more interesting question for Wave 3 is less “will new themes appear” and more “which of the newer signals keep strengthening.”

Specifically, we'll be watching for:

- Whether the Eating out / Food & drink convergence keeps climbing past 83%, or has plateaued.
- Whether the two newest Eating at Home themes (taste change; household spillover) are still growing, or were a Wave 2-specific quirk of the sample.
- Whether the resale economy and reward-splurge patterns in Clothes buying shift now that more posters are further into maintenance.
- Whether alcohol's “bidirectional pattern” — an early drop followed by a rebound for some — keeps showing up at the same rate, or starts to bend one way.
- Whether any genuinely new theme emerges at all, now that two full waves have covered this much ground.

We'll publish the Wave 3 comparison in the same format once that read is complete, so the trend lines in this tracker keep extending rather than resetting each time.

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.