

## **Nestlé Launches Hunger-Suppressing Drink to Support GLP-1 Production**

Global food giant Nestlé has introduced a new pre-meal beverage under its Boost brand, designed to suppress hunger and promote the body's natural production of the hormone GLP-1. The product taps into the rising popularity of GLP-1 medications used for weight management.

The Boost pre-meal drink, available on Amazon, contains 10 grams of protein and just 45 calories per serving. Marketed as a "hunger support nutritional drink," it is intended to be consumed 10 to 30 minutes before a meal to create a feeling of fullness. While it complements GLP-1 medications, Nestlé clarified that it is not a replacement and offers a milder effect.

The mocha-flavoured shot targets consumers using GLP-1 drugs like Ozempic and Wegovy or others aiming to manage their weight effectively. As the demand for weight-loss aids surges, Nestlé is positioning itself at the forefront of this market shift.

Analysts from Morgan Stanley estimate that the global obesity drug market will reach \$105 billion by 2030. This growing trend is reshaping the food and beverage industry, prompting companies to innovate products tailored to changing dietary habits.

Nestlé has already ventured into this space with its Vital Pursuit brand, launched earlier this year in the U.S. The range includes pizzas, sandwiches, and bowls focused on convenience, portion control, and nutrient density, specifically targeting GLP-1 medication users.

Jennifer Barnes, Vice President of Brand Marketing for Nestlé's nutritional meals portfolio, emphasized the brand's commitment: "Weight loss has evolved, and we are evolving alongside it to meet consumer needs with innovative solutions." Following suit, Conagra Brands announced plans to label over two dozen Healthy Choice frozen meals as "GLP-1 friendly," highlighting their high protein, low-calorie content, and fibre-rich nature.

With the weight management industry undergoing rapid transformation, Nestlé's strategic move underscores the growing intersection of food innovation and medical advancements.

Reference: <https://agronfoodprocessing.com/nestle-launches-hunger-suppressing-drink-to-support-glp-1-production/>