

# Decoding the DNA of the GLP-1 Revolution

March 2026

1 in 8 people worldwide are now living with obesity — a figure that has doubled since 1990. Without change, the economic cost is projected to hit \$3 trillion annually by 2030

(Source: WHO)

## The DNA of Growth: The Great Rewiring

We live in an era of evolutionary mismatch: our Paleolithic brains - wired to seek calorie-dense energy - are drowning in a modern environment of infinite, ultra-processed abundance. For decades, consumers have been fighting a losing battle against 'food noise': the incessant, biological hum of appetite that willpower alone cannot silence

Enter the GLP-1 era. These drugs are not just another diet fad; they are a biological circuit breaker. By chemically switching off the reward centers that drive craving they allow users to bypass the 'impulse' phase of consumption entirely. The impact is profound: when you turn down the volume on appetite, you don't just eat less food. You desire less alcohol. You seek less dopamine-driven gratification

This is already directly affecting the share prices of food and drink businesses, and the ripple effects are already hitting healthcare, fitness and beauty. They will soon reach travel, pet care, and financial services

If your strategy relies on volume, impulse or indulgence  
**the rules just changed**

**So what?** If you want to ensure your brand is winning in this new era, you need to start designing for it. Stop thinking along the lines of our paleolithic biology and start designing your products for our emerging biology before its too late

### DRIVERS (MOTIVATION)

It's not just weight loss;  
**it's identity reinvention**

While the physical results grab headlines, the psychological shift is deeper. Our latest research reveals users aren't just looking to shrink their waistlines; they are looking to fundamentally rewrite their identity and regain control over a body that previously felt owned by cravings

[Read our latest report ->](#)

### ENABLERS (OPPORTUNITY)

The mass market era  
**has arrived**

For a long time, the barrier to entry for GLP-1s was high cost and low supply, making it a 'luxury' drug. That wall is crumbling. As we look toward 2026, prices are dropping, supply chains are untangling, and administration is getting easier

[Read more in The Economist ->](#)

### ABILITIES (PSYCHOLOGY & SKILL)

Scrutinizing the system,  
**not just the self**

For years, consumers blamed their own lack of willpower for obesity. Now, the narrative is shifting toward Ability: understanding that the industrial food environment is rigged against human biology. With over half of UK calories coming from ultra-processed foods (UPFs), consumers are waking up to the fact that the food system is broken

[Listen to the BBC Podcast ->](#)

We decode the DNA of human behaviour to unlock transformative growth. Our evidence-based model reveals the hidden forces behind consumer choices by diagnosing their **Drivers** (hidden motivations), **enablers** (environmental context), and **Abilities** (knowledge and associations) to translate deep insight into concrete brand action

### NEXT MONTH

The Value Paradox: Why people are cutting back and trading up at the same time

