

ADM unveils GLP-1 supportive solutions

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ADM, a global leader in innovative solutions from nature, unveiled its supportive solutions platform for users of GLP-1 and other anti-obesity medications (AOMs).

Backed by proprietary consumer insights, along with in-depth scientific and market analysis, ADM's solutions platform leverages the company's extensive ingredient pantry and full-formula product development capabilities. These leading capabilities will help its customers address the emerging demand for tailored nutrition support for consumers currently engaging with AOMs, as well as those discontinuing the medications.

According to ADM's proprietary research, 83 per cent of US consumers taking AOMs find food products to be appealing when they are specifically marketed as supportive of people on GLP-1 medications.

"The use of GLP-1 treatments continues to rapidly increase, creating an incredibly dynamic market with a new segment of consumers with unique needs," said Ian Pinner, Senior Vice President, President, Nutrition, and Chief Sales and Marketing Officer, ADM. "Food, beverage and dietary supplement manufacturers can support consumers with tailored solutions that address their needs at every stage of their weight management journey."

The ADM solutions platform includes the introduction of over 25 market-ready GLP-1 complementary food and supplement concepts containing a multitude of functional ingredients to target the specific needs of AOM users. The concepts are formulated with functional, clean-tasting plant-based and wholesome ingredients, science-backed prebiotic fibre, probiotics, postbiotics, botanical extracts, sweetening solutions, resistant tapioca starch, a digestive-support flour blend and a keto-friendly/carb-conscious flour replacer, and naturally derived flavours and colours.