# Nestlé Introduces Vital Pursuit Range for GLP-1 Drug Users



**Nestlé Launches Vital Pursuit Lineup for GLP-1 Drug Users**

Nestlé is introducing Vital Pursuit, a new range of meals tailored for individuals on GLP-1 drugs, such as Ozempic, aimed at weight loss. The announcement was made by Nestlé on Tuesday. This new frozen food brand will feature 12 portion-controlled meals, emphasizing high protein and fiber content. Intended as a companion for those on GLP-1 medications or focusing on weight management, Nestlé aims to enhance consumer options with meals like sandwich melts, pizzas, and bowls, enriched with essential nutrients.

Targeting the growing market for obesity medications, predicted to reach $100 billion with about 9% of the U.S. population using weight-loss drugs by 2030, Vital Pursuit joins a wider trend among companies to serve this segment. Priced under $4.99, the meals will be available in grocery stores later this year. Steve Presley, CEO of Nestlé North America, stated that the new lineup offers "accessible, great-tasting food options" for this emerging consumer category.

This marks Nestlé's first brand explicitly dedicated to GLP-1 drug users, supplementing its existing Lean Cuisine brand. Analysts, like Neil Saunders of GlobalData Retail, see the move as a strategic pivot to remain relevant and attract a broader audience, given that GLP-1 drugs could disrupt traditional food markets.

Other companies are also reacting to the rising demand for GLP-1 drugs. GNC has dedicated a section in their stores for vitamins and supplements tailored to these users, and Costco offers Ozempic through its partnership with Sesame. Additionally, WeightWatchers has launched a membership plan including access to doctors for prescriptions, and fitness chains like Life Time and Equinox are incorporating GLP-1 support services.

Overall, Nestlé's Vital Pursuit signals an adaptation to the shifting dietary habits influenced by GLP-1 medications, aligning with its goal to stay ahead in the evolving food industry.