How are weight loss drugs impacting consumer behaviour in the UK?

Report compiled by Dave Knowles.

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*Image generated by AI

The effect of weight loss drugs on shopping behaviour is well documented in the press

ALPINE ONLINE

The Grocer

High early demand for new weight-loss pills

Steve Farrell & Elinor Zuke

Online chemists are reporting high early demand for weight-loss tablets after they received UK regulatory approval for the first time last week.

Asda said signs-up to its waiting list for Wegovy weight-loss pills had increased by 2,000% in the first six days since MHRA approval was announced on 11 June.

Boots said it had seen "thousands more sign-ups for more info over the weekend" following approval, while Superdrug said sign-ups had shot up by 130% in the first 24 hours.

Wegovy pills received UK regulatory approval last week

Simple Online Pharmacy said people in their 50s made up the single largest group of pre-orders in the first 48 hours, and forecast the tablets would attract 100,000 new GLP-1 users within months.

Worldpanel data last week showed weight-loss injections, the only form in which the GLP-1 drugs were previously available, wiped £780m from annual UK grocery spend in the year to the end of February, as users ate less. The proportion of households with at least one user shot from 2.3% in 2024 to 6.3% in 2026.

Simple Online Pharmacy is offering Wegovy pills for the same price as Wegovy jabs, at £99 a month for the lowest daily dose available. However, the pre-order price of the tablets includes a £30 introductory discount, while £99 is the standard price of the jabs. The website says: "The Wegovy pill is expected to cost less than the injection, but prices may not drop straight away."

Sales of skin, hair and hydration products are also set to grow as GLP-1 users look to mitigate unwanted side effects.

A study of 97 users of the jabs in the UK, US, Germany and Sweden, by Strat7 Incite, found 25% reported changes to their skin, 21% noted hair loss or dryness, and 48% had digestive problems. Only 21% reported having no side effects.

Source:
www.thegrocer.com
16th June 2026

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Health

Five ways weight-loss jabs are changing spending habits

Esyllt Carr
Business reporter

Source:
https://www.bbc.co.uk/news/articles/cj6wy85l3x5o
25th January 2026

INDEPENDENT

Surge in use of weight loss jabs hitting supermarket sales

The rise of the "small appetites" economy as consumers slim down

Simon English
Wednesday 10 June 2026 14:31 BST

Comments

The soaring use of weight loss jabs the UK is hitting supermarket sales as the so-called "small appetites" economy grows.

Research by retail data firm Worldpanel by Numerator shows that weight loss drug use among Britons has nearly tripled in two years, with 6.3 per cent of households in Britain having at least one user in 2026.

That's up sharply from 4.1 per cent in 2025 and 2.3 per cent in 2024.

That has led to a change in shopping patterns, with grocery bills falling overall by £780m as users of the GLP-1 drug cut back, Worldpanel found in its survey of 11,500 households.

Source: https://www.independent.co.uk/news/business/weight-loss-jabs-mounjaro-ozempic-supermaket-sales-b2993119.html
10th June 2026

The Telegraph

James Warrington
Media and Telecoms Editor
Show biography

Supermarkets take £800m hit from fat jabs

Shoppers' shrinking appetites dent demand for crisps, chocolate and treats

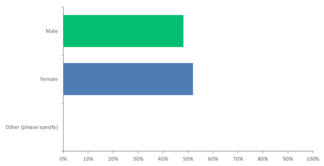
Source: https://www.telegraph.co.uk/business/2026/06/10/ozempic-wegovy-supermarkets-weight-loss-retail/
10th June 2026

We wanted to know if and how consumers are changing their behaviour because of taking weight loss drugs, and what impact this is having on the UK grocery channel

1) We undertook a direct-to-consumer survey to understand the implications that weight loss drugs are having on behaviour

Survey make up:

- 104 total respondents
- Gender: 52% female / 48% male
- Age brackets:
  - 31% aged 45 – 54
  - 21% aged 35 – 44



ANSWER CHOICES	RESPONSES
Under 18	0.00%
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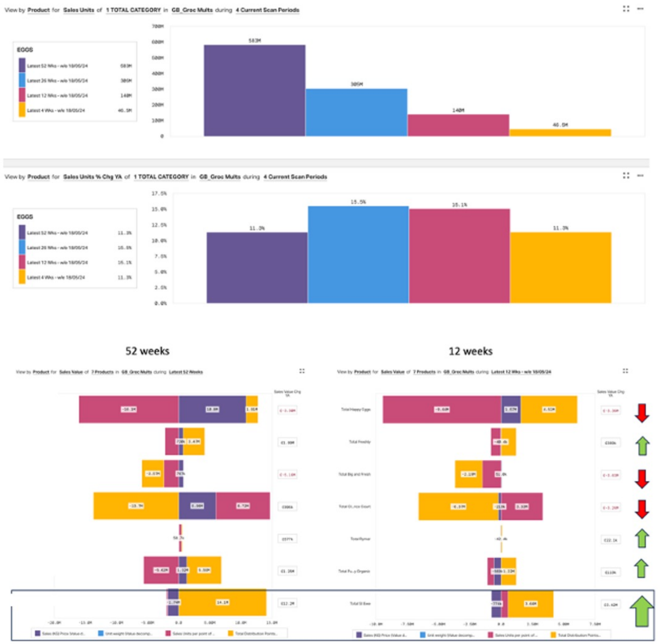
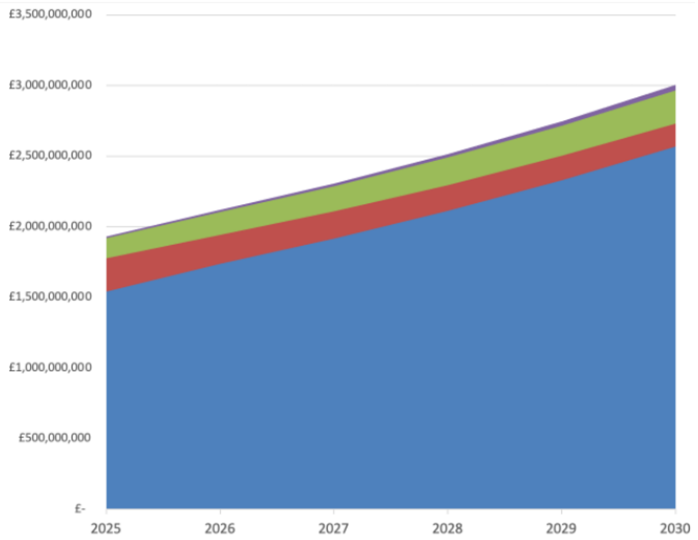
2) We analysed the latest Nielsen IQ data to find out what is happening to volumes in the UK right now



3) Based on the data insights, we've forecasted how certain categories could react by 2030



*Analysis: Alpine Online | Data: NIELSEN IQ |Retail Measurement | GB TOTAL COVERAGE – 52 WEEKS TO WE 13/06/2026 **Online consumer survey on 16th June 2026 (104 respondents)

www.alpineonline.co.uk

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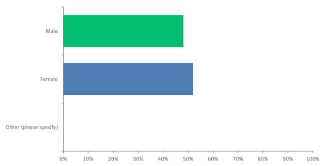

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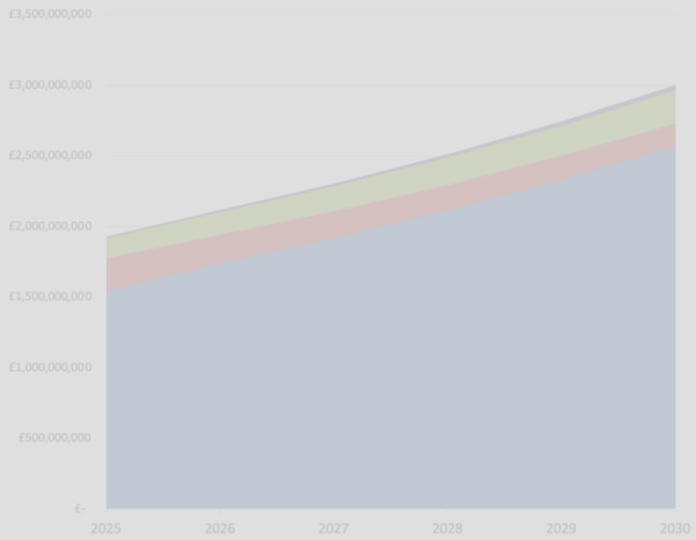
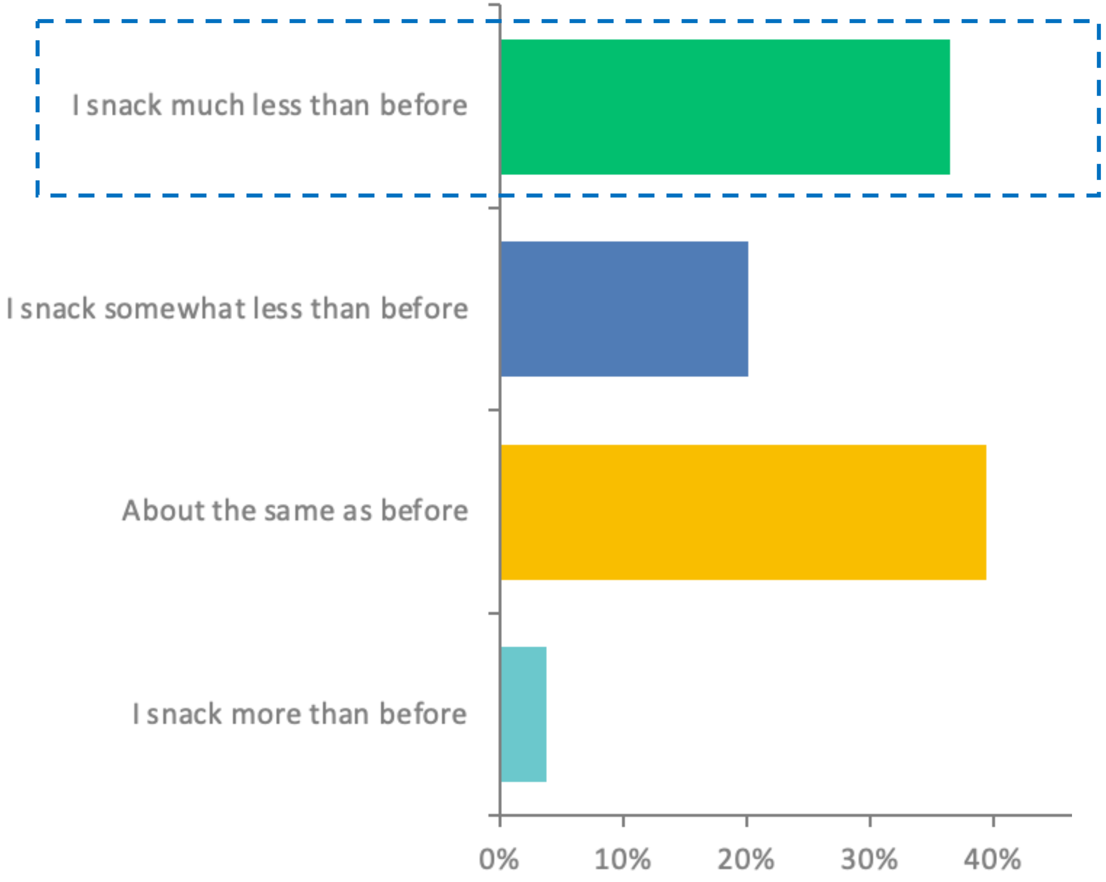


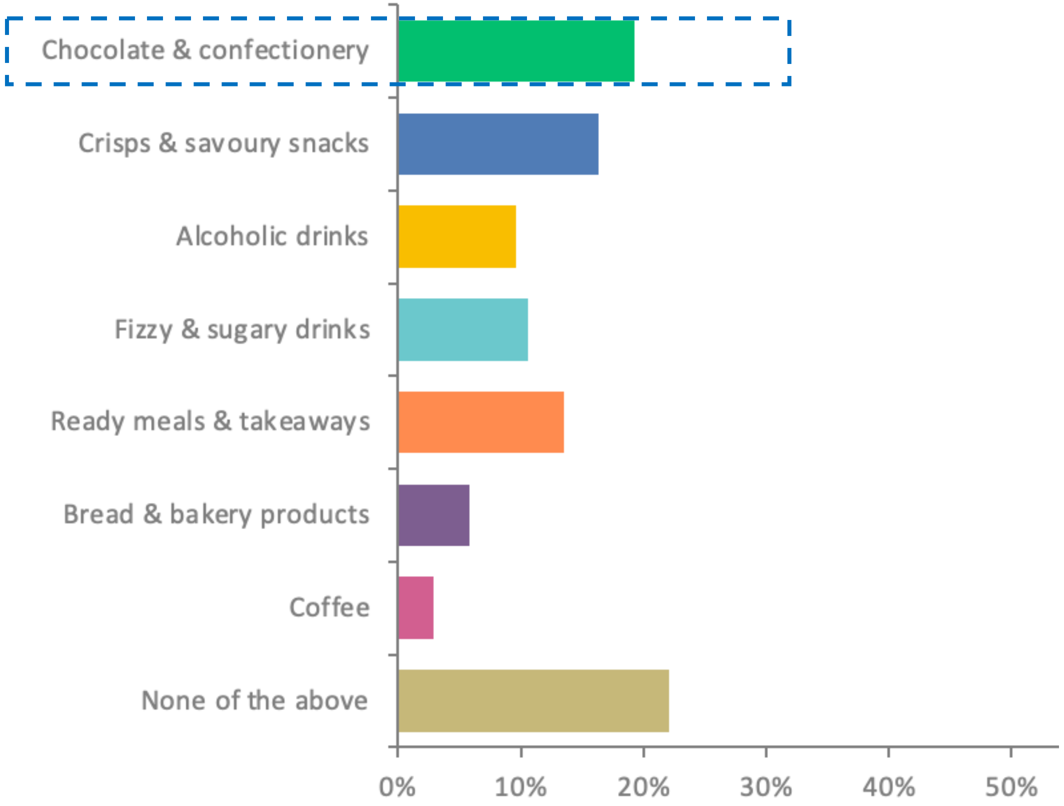
Since starting a GLP-1 medication, how has the frequency of your snacking between meals changed?



ANSWER CHOICES	RESPONSES
I snack much less than before	36.54%
I snack somewhat less than before	20.19%
About the same as before	39.42%
I snack more than before	3.85%
TOTAL	

36.5% of respondents claimed 'I snack much less than before'

Which food or drink categories have you reduced your spending on since taking a GLP-1 drug? (Select all that apply)



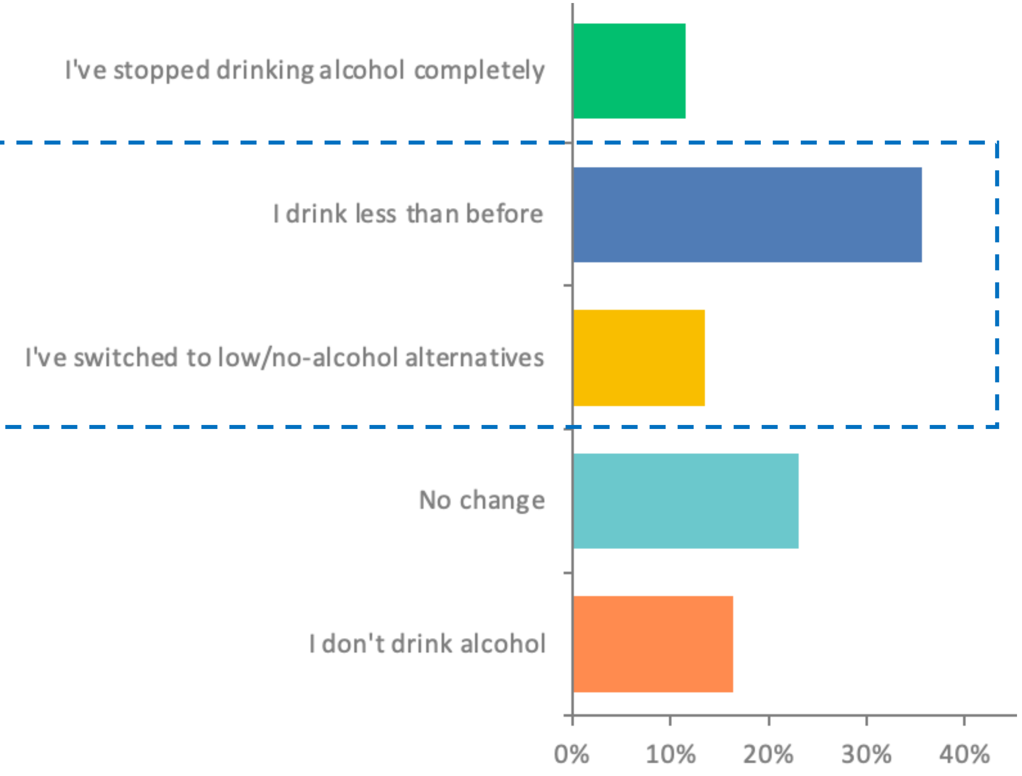
ANSWER CHOICES	RESPONSES
Chocolate & confectionery	19.23%
Crisps & savoury snacks	16.35%
Alcoholic drinks	9.62%
Fizzy & sugary drinks	10.58%
Ready meals & takeaways	13.46%
Bread & bakery products	5.77%
Coffee	2.88%
None of the above	22.12%
TOTAL	

19.2% of respondents claimed they had reduced spending on chocolate and confectionary

*Analysis: Alpine Online | Data: **Online consumer survey on 16th June 2026 (104 respondents) ***Image generated by AI

www.alpineonline.co.uk

How has your alcohol consumption changed since starting a GLP-1 medication?



ANSWER CHOICES	RESPONSES
I've stopped drinking alcohol completely	11.54%
I drink less than before	35.58%
I've switched to low/no-alcohol alternatives	13.46%
No change	23.08%
I don't drink alcohol	16.35%
TOTAL	

35.6% of respondents claimed, ‘I drink less than before’, and 13.5% claimed ‘I’ve switched to low / no-alcohol alternatives

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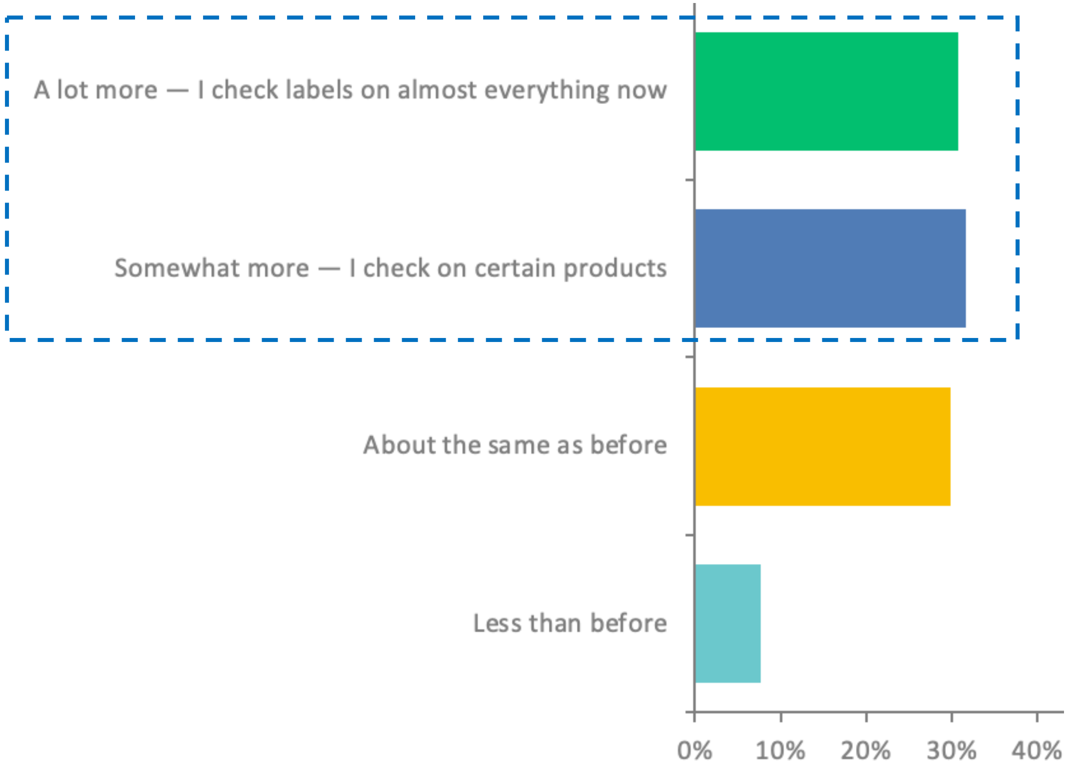
How much more attention do you pay to nutritional labels when grocery shopping compared to before starting a GLP-1 drug?

Humanalysis
INSIGHTS ON HUMAN BEHAVIOUR



ANSWER CHOICES	RESPONSES
A lot more — I check labels on almost everything now	30.77%
Somewhat more — I check on certain products	31.73%
About the same as before	29.81%
Less than before	7.69%
TOTAL	

A combined 62.5% of respondents claimed they check labels either ‘A lot more - I check labels on almost everything now’ or ‘Somewhat more – I check on certain products’

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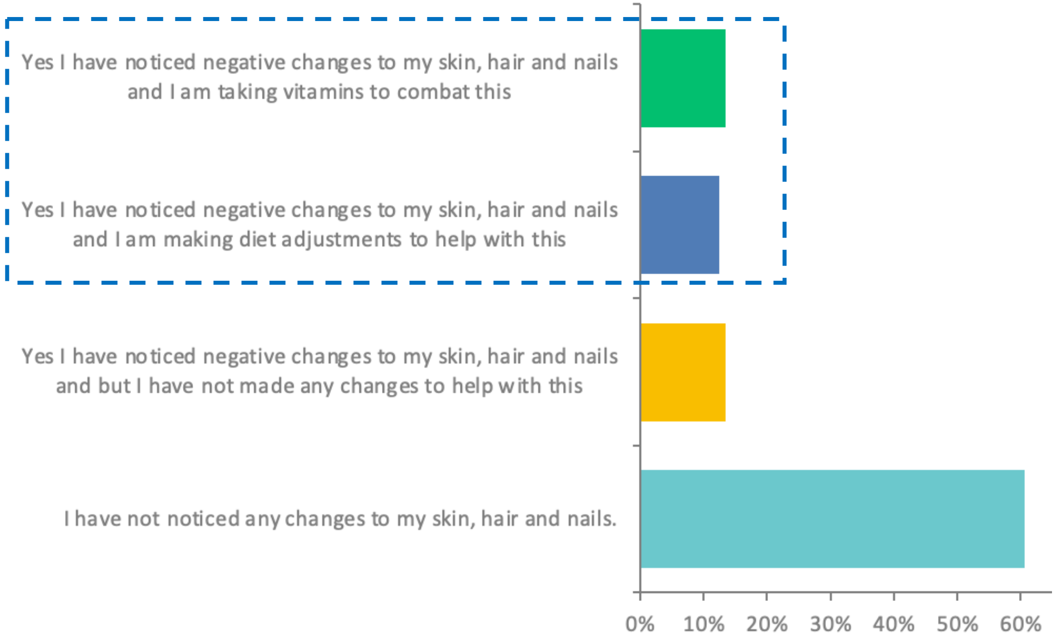
Weight Loss drugs have been linked to changes in skin, hair and nails (hair shedding, dry skin and brittle nails). Have you noticed changes and are you taking supplements to combat this?



ANSWER CHOICES	RESPONSES
Yes I have noticed negative changes to my skin, hair and nails and I am taking vitamins to combat this	13.46%
Yes I have noticed negative changes to my skin, hair and nails and I am making diet adjustments to help with this	12.50%
Yes I have noticed negative changes to my skin, hair and nails and but I have not made any changes to help with this	13.46%
I have not noticed any changes to my skin, hair and nails.	60.58%
TOTAL	

26.0% of respondents claimed, ‘Yes, I have noticed negative changes to my skin, hair and nails’, and are either taking vitamins or diet adjustments to help with this

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Have you shifted towards smaller pack sizes or single-serve formats since starting a GLP-1 medication?

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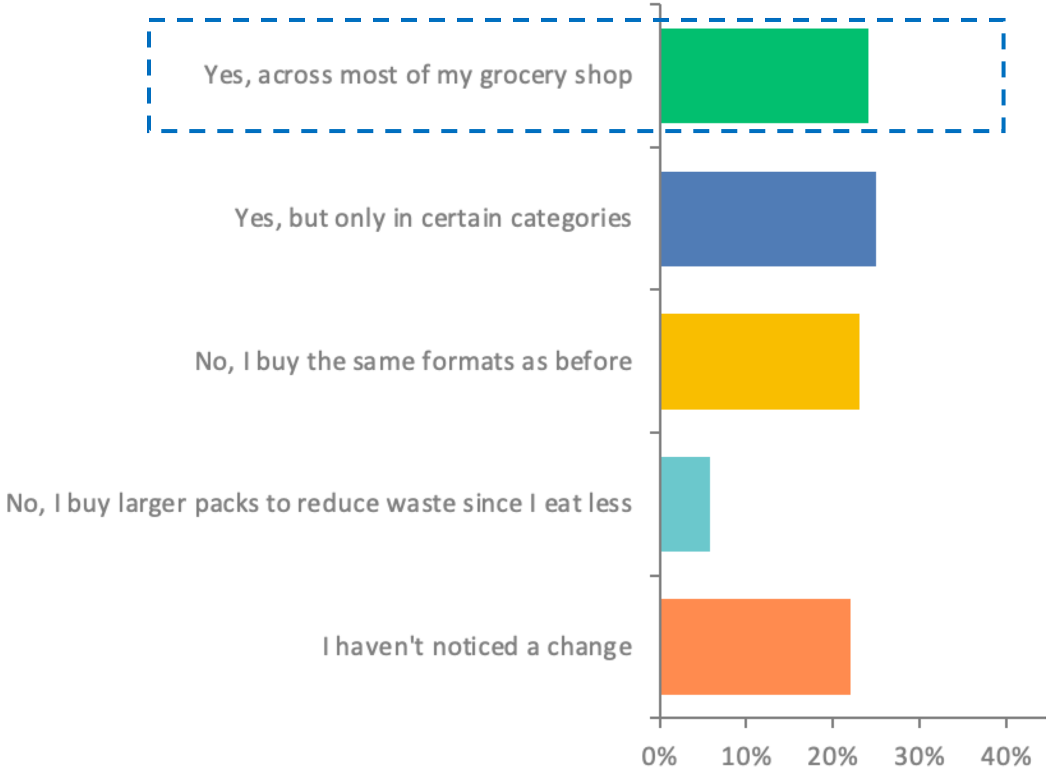

ANSWER CHOICES	RESPONSES
Yes, across most of my grocery shop	24.04%
Yes, but only in certain categories	25.00%
No, I buy the same formats as before	23.08%
No, I buy larger packs to reduce waste since I eat less	5.77%
I haven't noticed a change	22.12%
TOTAL	

24.0% of respondents claimed they have shifted towards smaller pack sizes or single serve formats 'across most of my grocery shop'

*Analysis: Alpine Online | Data: **Online consumer survey on 16th June 2026 (104 respondents) ***Image generated by AI

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How do you currently feel about your overall diet quality since starting a GLP-1 drug?

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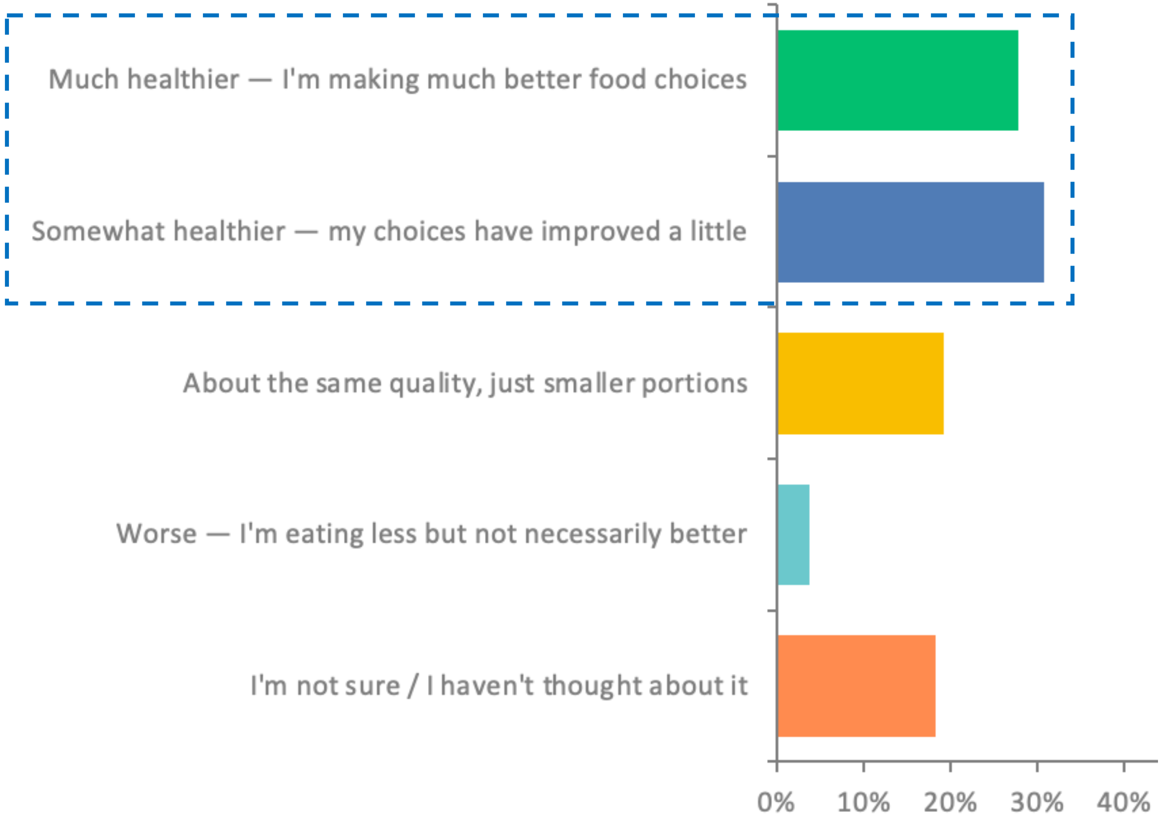
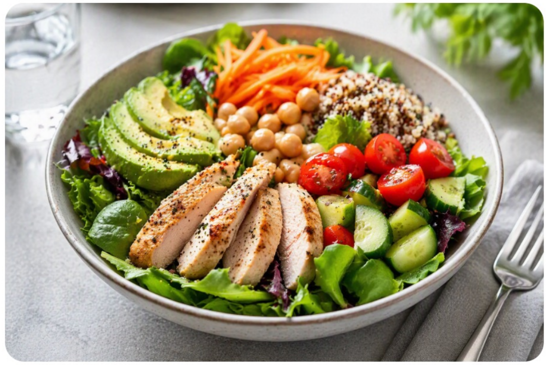


ANSWER CHOICES	RESPONSES
Much healthier — I'm making much better food choices	27.88%
Somewhat healthier — my choices have improved a little	30.77%
About the same quality, just smaller portions	19.23%
Worse — I'm eating less but not necessarily better	3.85%
I'm not sure / I haven't thought about it	18.27%
TOTAL	



A combined 58.7% of respondents claimed they are making 'much healthier' or 'somewhat healthier' food choices since starting a GLP-1 drug

*Analysis: Alpine Online | Data: **Online consumer survey on 16th June 2026 (104 respondents) ***Image generated by AI

If you intend to stop or have already stopped taking a GLP-1 drug, how confident are you that your healthier eating habits will stick?

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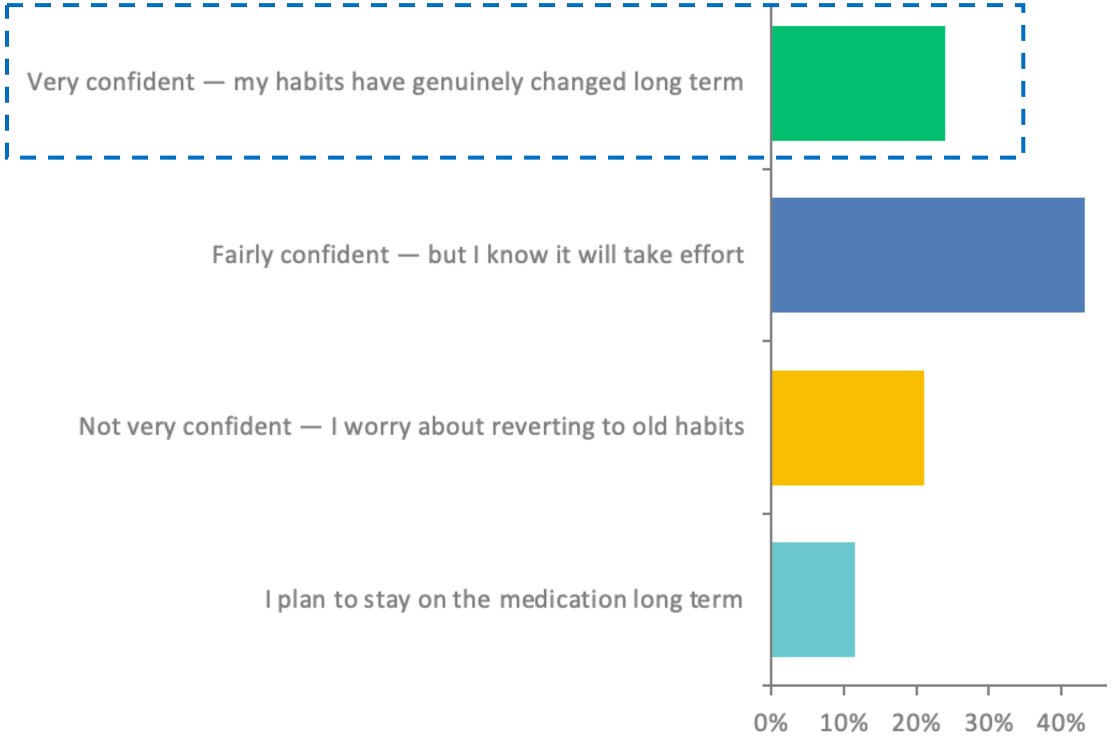
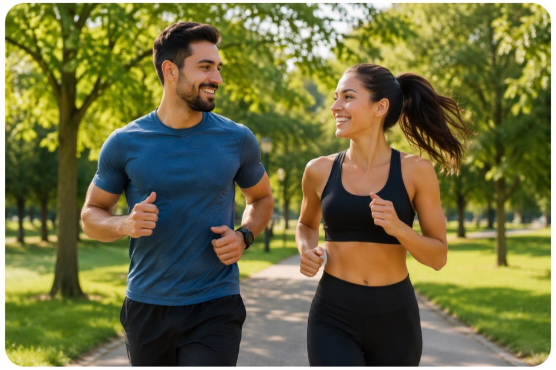


ANSWER CHOICES	RESPONSES
Very confident — my habits have genuinely changed long term	24.04%
Fairly confident — but I know it will take effort	43.27%
Not very confident — I worry about reverting to old habits	21.15%
I plan to stay on the medication long term	11.54%
TOTAL	



Of the respondents that either intend to stop or are planning to stop taking GLP-1 drugs, 24.0% of respondents were 'very confident – my habits have genuinely changed long term'

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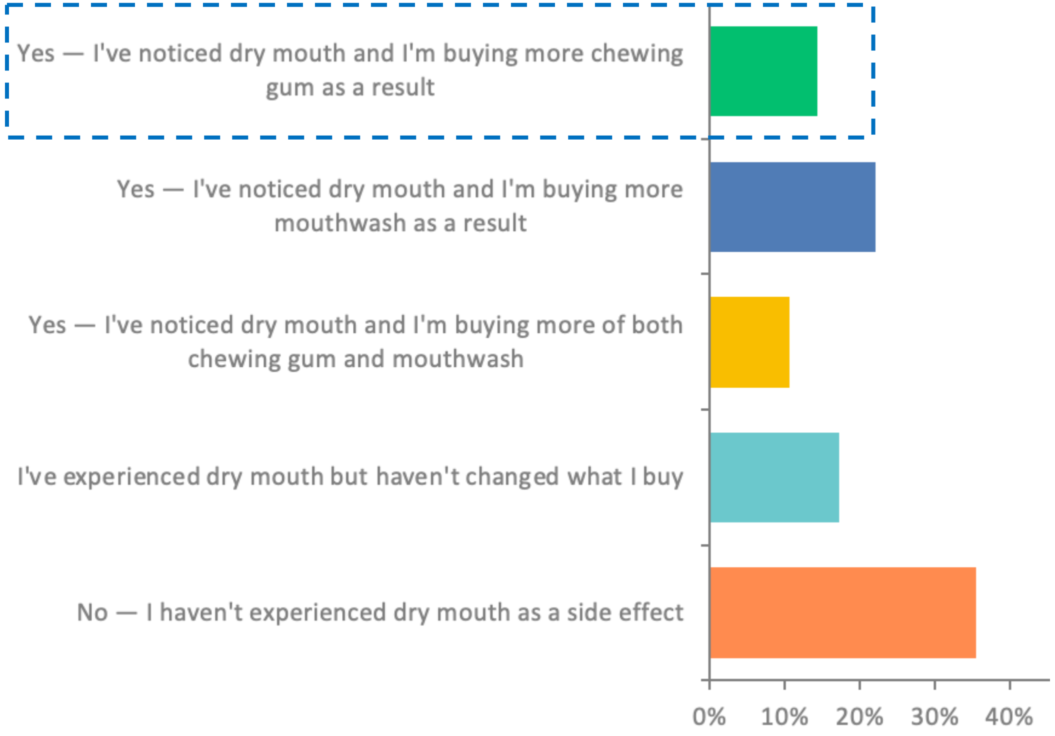
Since starting a GLP-1 medication, have you experienced dry mouth, and has this changed what you buy?



ANSWER CHOICES	RESPONSES
Yes — I've noticed dry mouth and I'm buying more chewing gum as a result	14.42%
Yes — I've noticed dry mouth and I'm buying more mouthwash as a result	22.12%
Yes — I've noticed dry mouth and I'm buying more of both chewing gum and mouthwash	10.58%
I've experienced dry mouth but haven't changed what I buy	17.31%
No — I haven't experienced dry mouth as a side effect	35.58%
TOTAL	

22.1% of respondents claimed 'Yes – I've noticed dry mouth and I'm buying more mouthwash as a result'

*Analysis: Alpine Online | Data: **Online consumer survey on 16th June 2026 (104 respondents) ***Image generated by AI

What do you wish supermarkets or food brands did more of to support people on GLP-1 medications? (Select up to 2)

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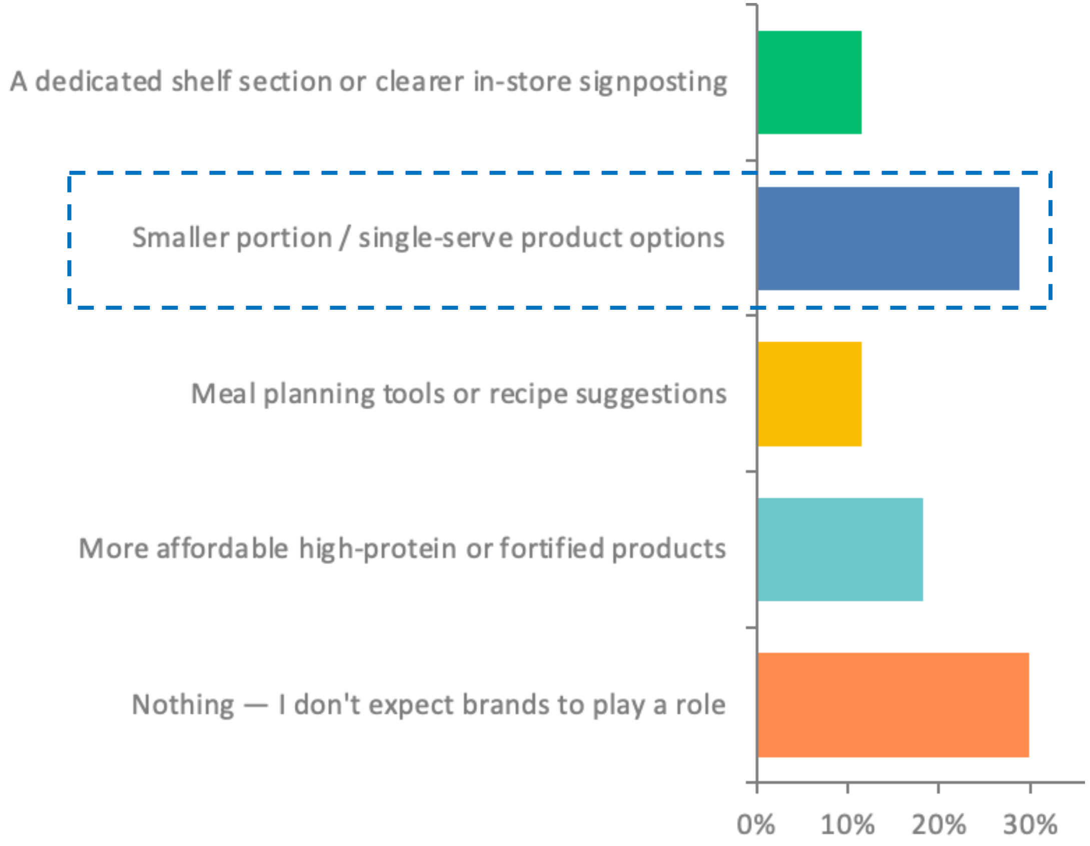

ANSWER CHOICES	RESPONSES
A dedicated shelf section or clearer in-store signposting	11.54%
Smaller portion / single-serve product options	28.85%
Meal planning tools or recipe suggestions	11.54%
More affordable high-protein or fortified products	18.27%
Nothing — I don't expect brands to play a role	29.81%
TOTAL	

28.9% of respondents claimed they wished food brands offered ‘smaller portion / single serve product options’

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If weight loss pills were available, would you be more interested in pills over injections

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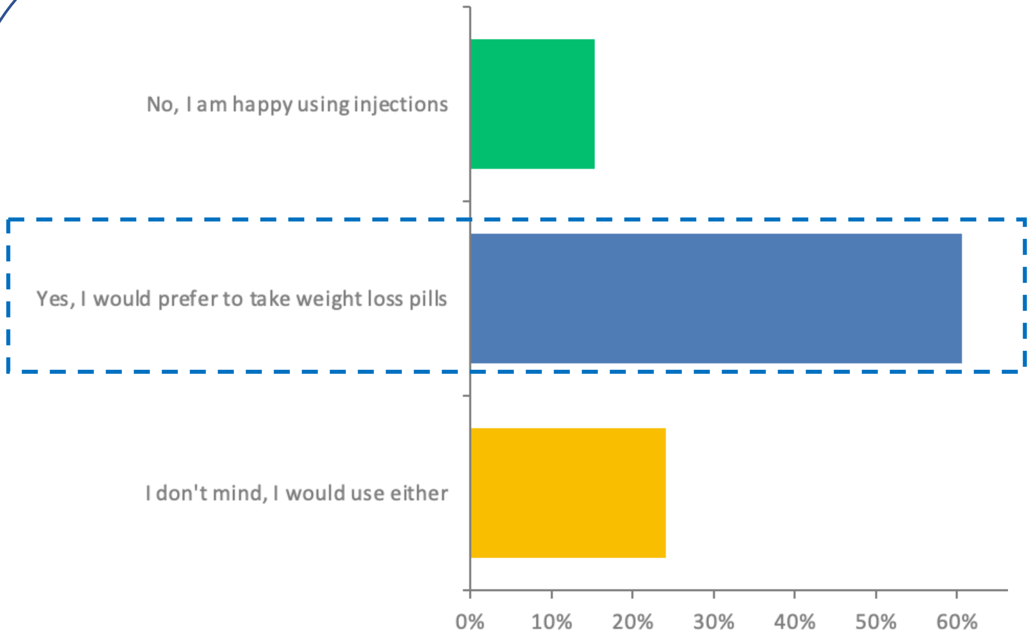

ANSWER CHOICES	RESPONSES
No, I am happy using injections	15.38%
Yes, I would prefer to take weight loss pills	60.58%
I don't mind, I would use either	24.04%
TOTAL	

60.6% of respondents claimed they would 'prefer to take weight loss pills' over weight loss injections.

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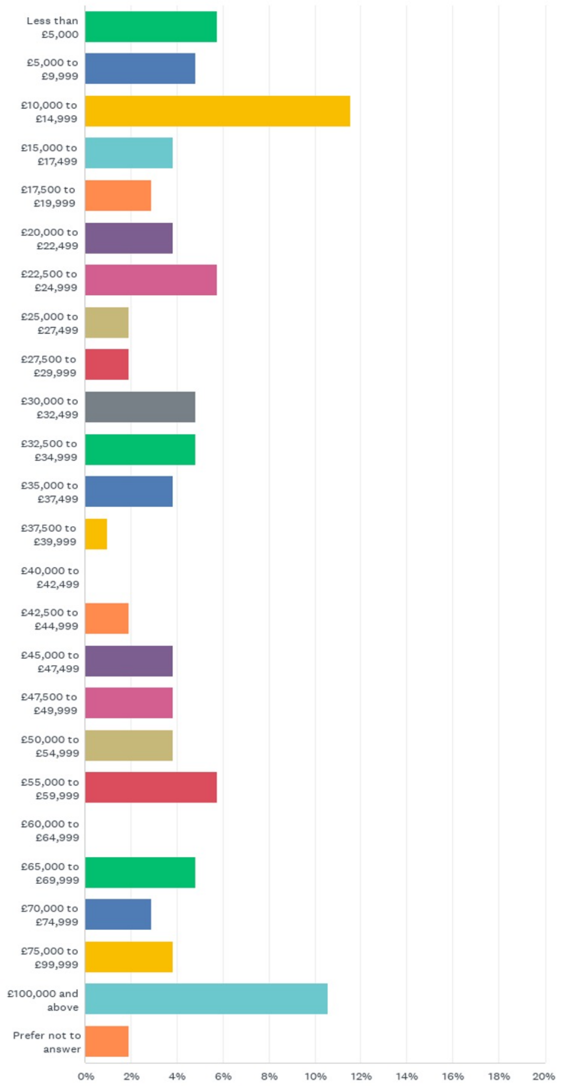
What was the annual household income of the survey respondents?



ANSWER CHOICES	RESPONSES
Less than £5,000	5.77%
£5,000 to £9,999	4.81%
£10,000 to £14,999	11.54%
£15,000 to £17,499	3.85%
£17,500 to £19,999	2.88%
£20,000 to £22,499	3.85%
£22,500 to £24,999	5.77%
£25,000 to £27,499	1.92%
£27,500 to £29,999	1.92%
£30,000 to £32,499	4.81%
£32,500 to £34,999	4.81%
£35,000 to £37,499	3.85%
£37,500 to £39,999	0.96%
£40,000 to £42,499	0.00%
£42,500 to £44,999	1.92%
£45,000 to £47,499	3.85%
£47,500 to £49,999	3.85%
£50,000 to £54,999	3.85%
£55,000 to £59,999	5.77%
£60,000 to £64,999	0.00%
£65,000 to £69,999	4.81%
£70,000 to £74,999	2.88%
£75,000 to £99,999	3.85%
£100,000 and above	10.58%
Prefer not to answer	1.92%

In terms of annual income, 11.5% of respondents sat in the £10k - £15k bracket, whereas the second highest bracket was 10.6% sitting in the £100k and above bracket highlighting the income polarization of weight loss drug consumers

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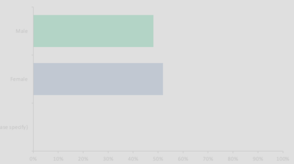

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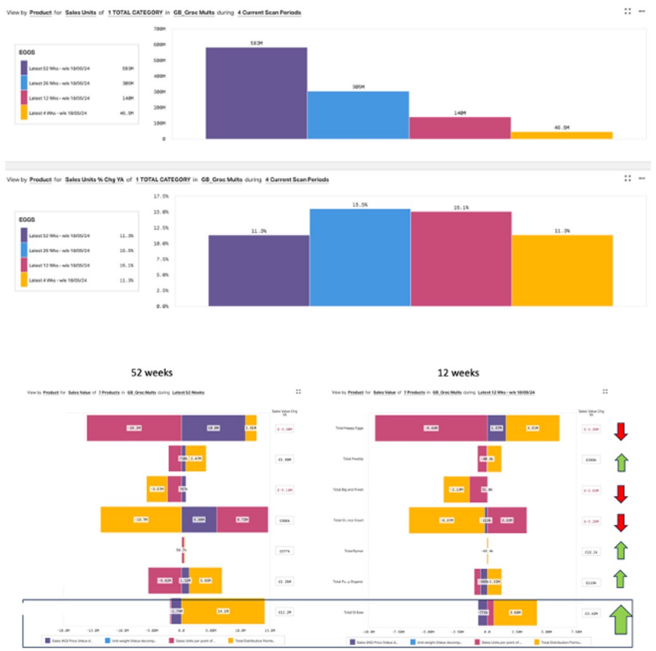

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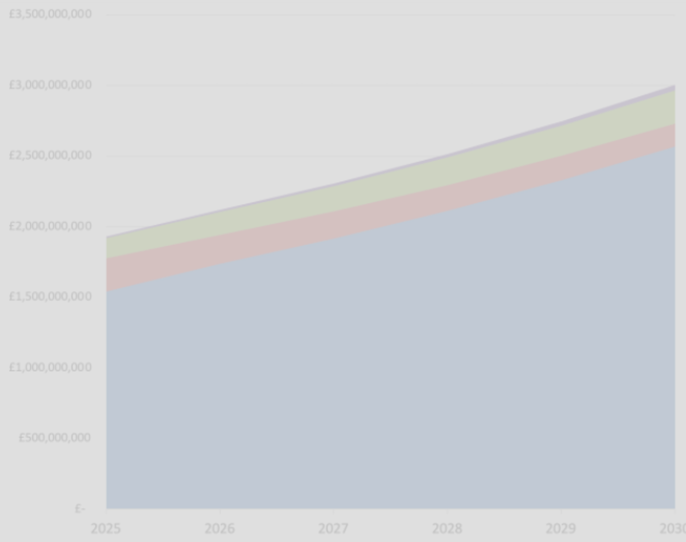
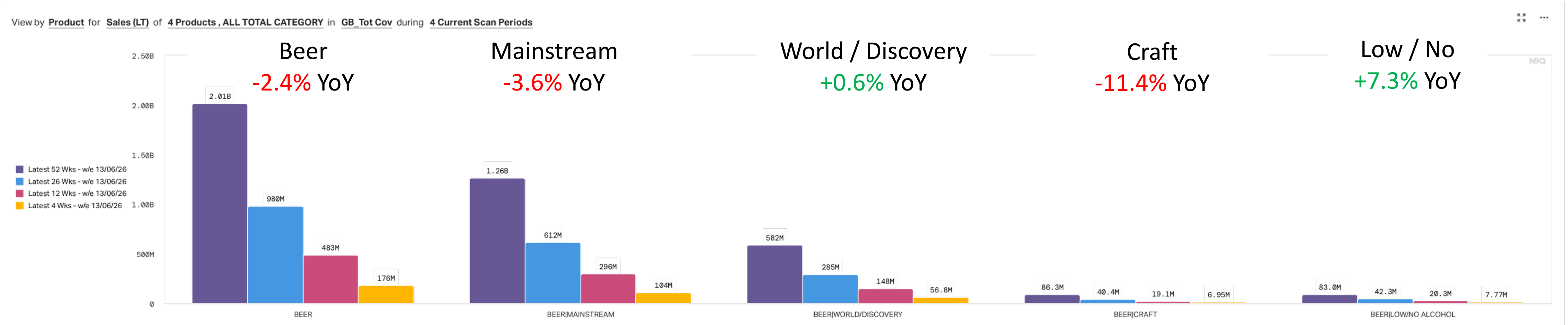
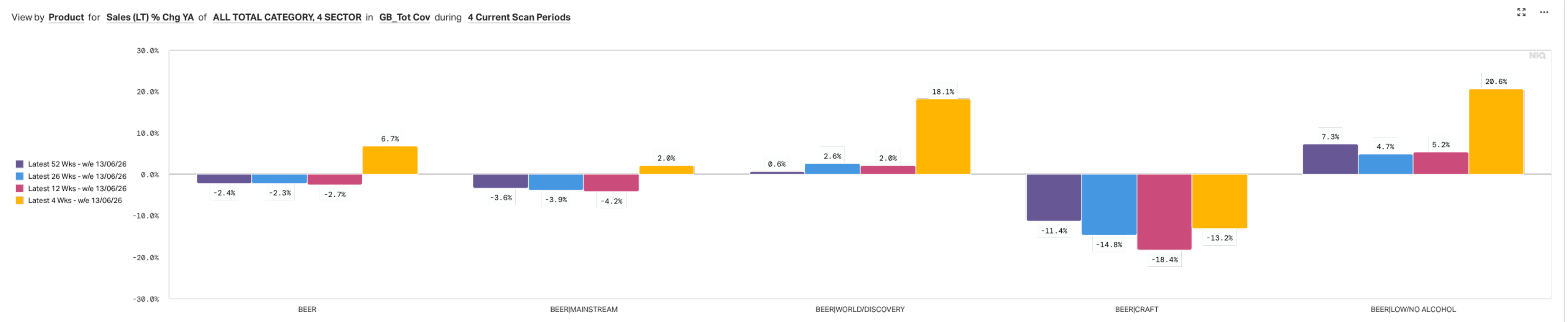


What is happening to total beer volume?

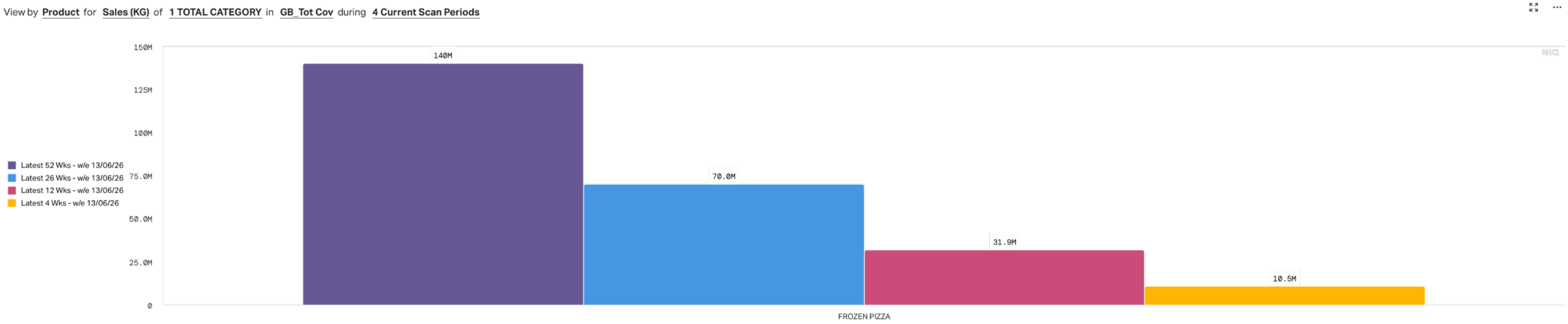


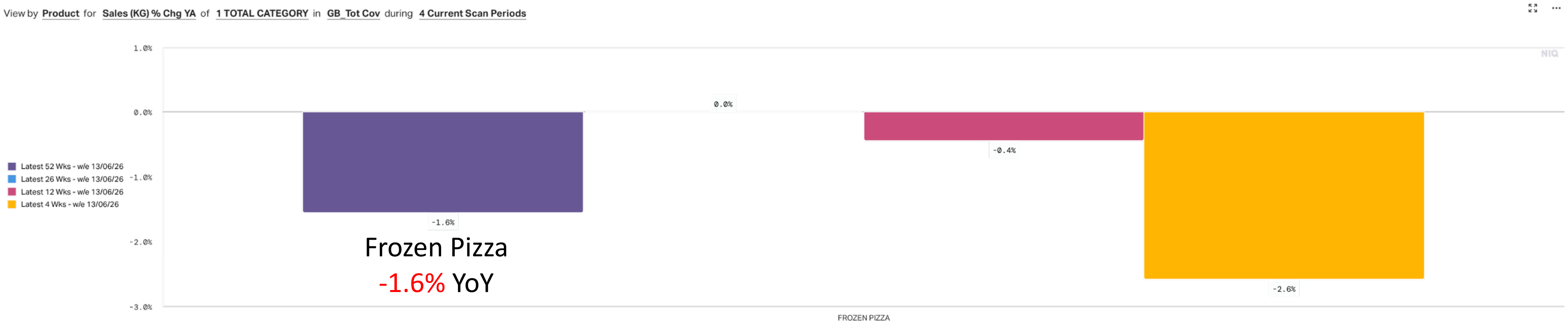


Insight: Total beer volumes are down -2.4% over latest 52 weeks vs LY. Over same time frame, despite the mainstream and craft sectors suffering volume declines, Low and no is +7.3% vs LY and world / discover is +0.6% vs. LY, highlighting the trend towards moderation and premiumisation in beer. It is worth noting total beer is worth £5.6Bn / 2.0bn litres, so despite the marginal YoY volume decline, it is still a significant category, and will be for some time.

*Analysis: Alpine Online | Data: NIELSEN IQ |Retail Measurement | MNDH BEER | GB TOTAL COVERAGE – 52 WEEKS TO WE 13/06/2026

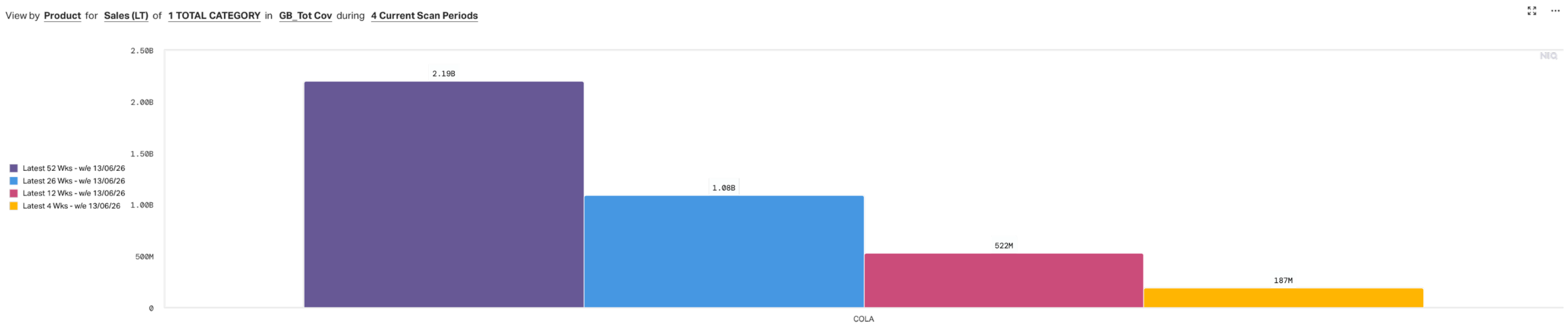
What is happening to total frozen pizza volume?

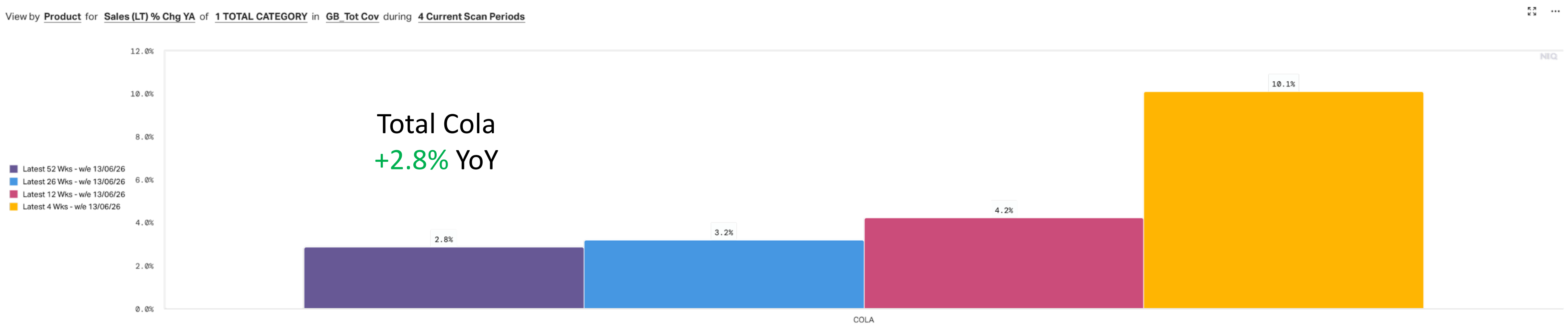




Insight: Total frozen pizza volumes are down -1.6% over latest 52 weeks vs LY.

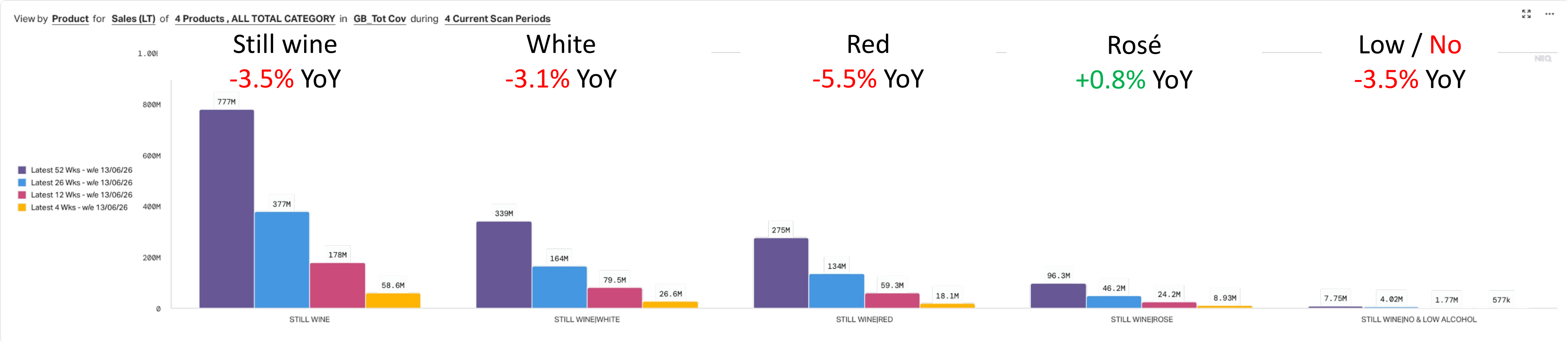
What is happening to total cola volume?

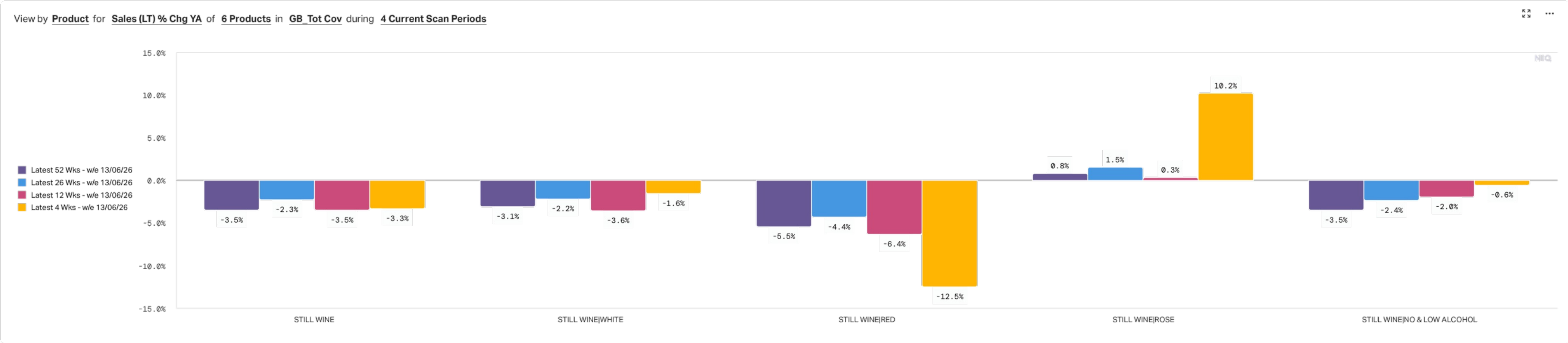




Insight: The total cola category is in +2.8% volume growth over 52 weeks, vs LY. This jumps to +10.1% over the latest 4 weeks vs LY as we experience a hot weather period. Perhaps the cola category is benefiting from the moderation trend.

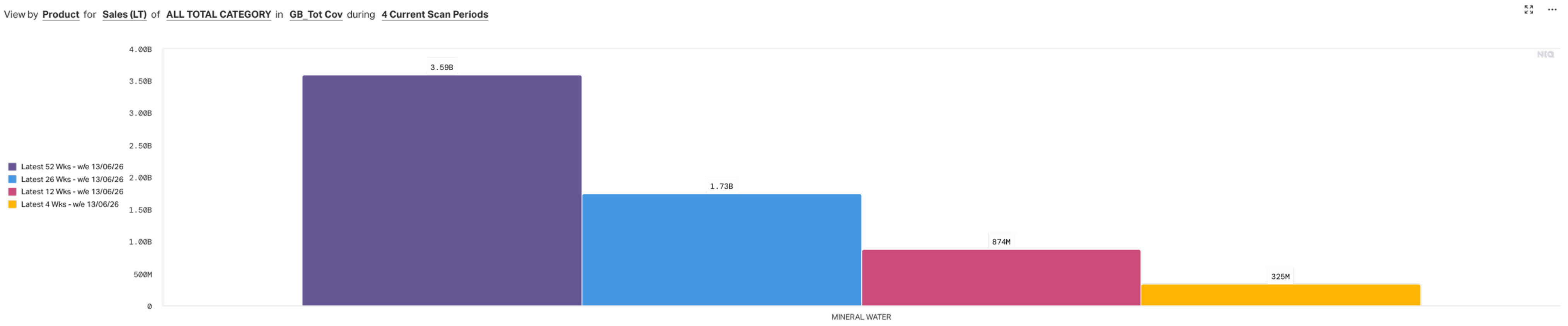
What is happening to total still wine volume?

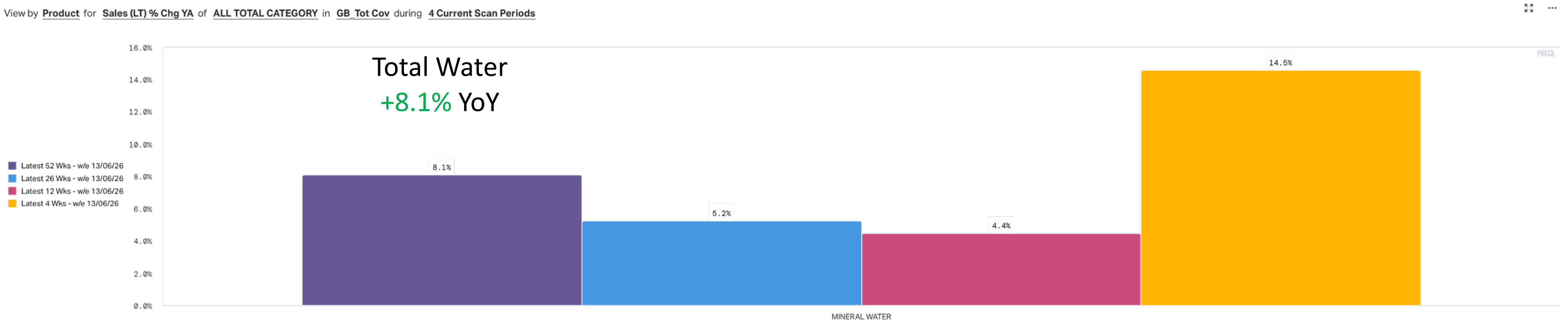




Insight: Total wine volumes are down -3.5% over the latest 52 weeks vs LY. We see this across both white and red still wine down 3.1% and 5.5% respectively YoY. Rosé wine is +0.8% vs. LY over the latest 52 weeks, jumping to +10.2% vs LY over the latest 4 weeks. Low and now wine declining -3.5% YoY, suggesting wine doesn't resonate as well as beer (+7.3% YoY) within the moderation trend.

What is happening to total mineral water volume?

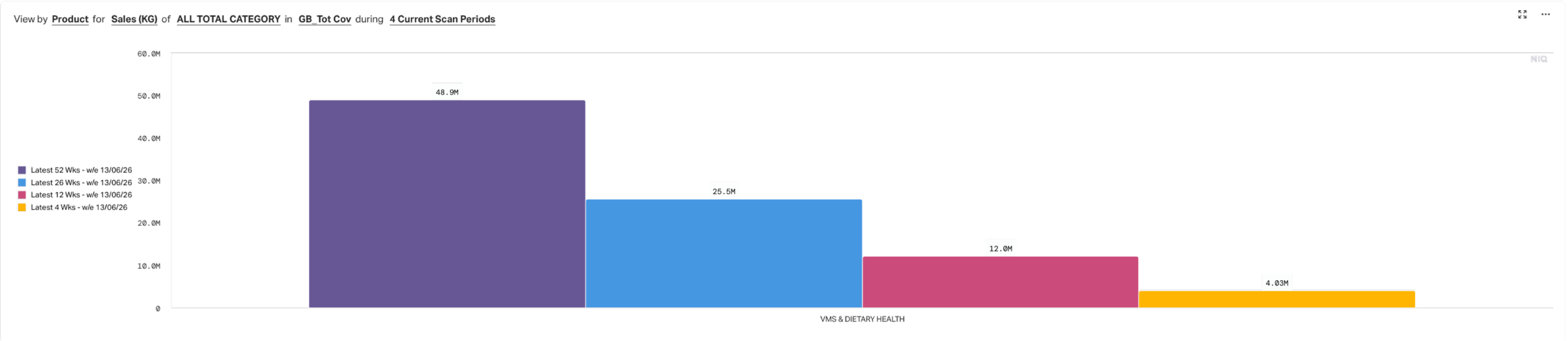


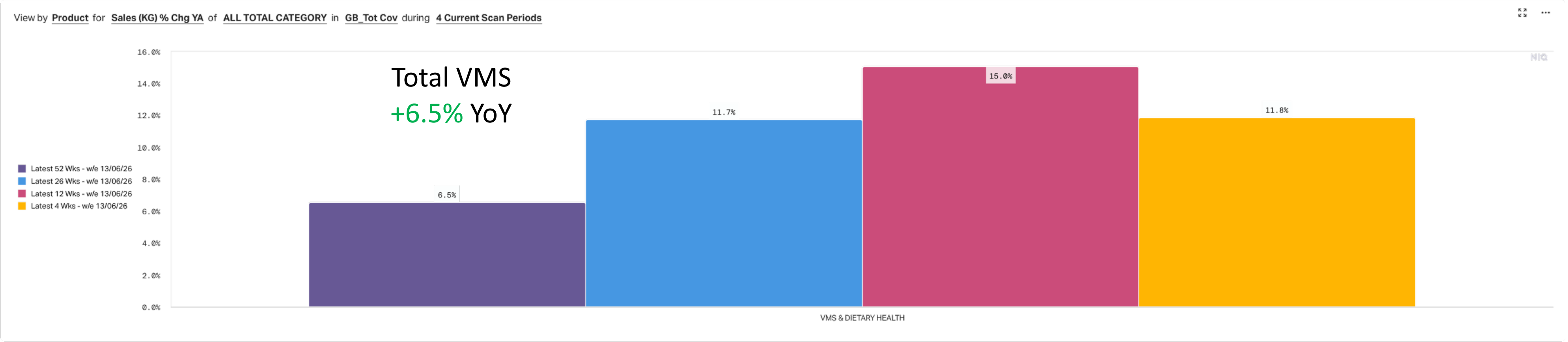


Insight: Total mineral water volumes are +8.1% over the latest 52 weeks vs. LY, jumping to +14.5% over the latest 4 weeks vs LY as we have experienced a hot weather period in the U.K.

*Analysis: Alpine Online | Data: NIELSEN IQ |MNDH MINERAL WATER| Retail Measurement | GB TOTAL COVERAGE – 52 WEEKS TO WE 13/06/2026

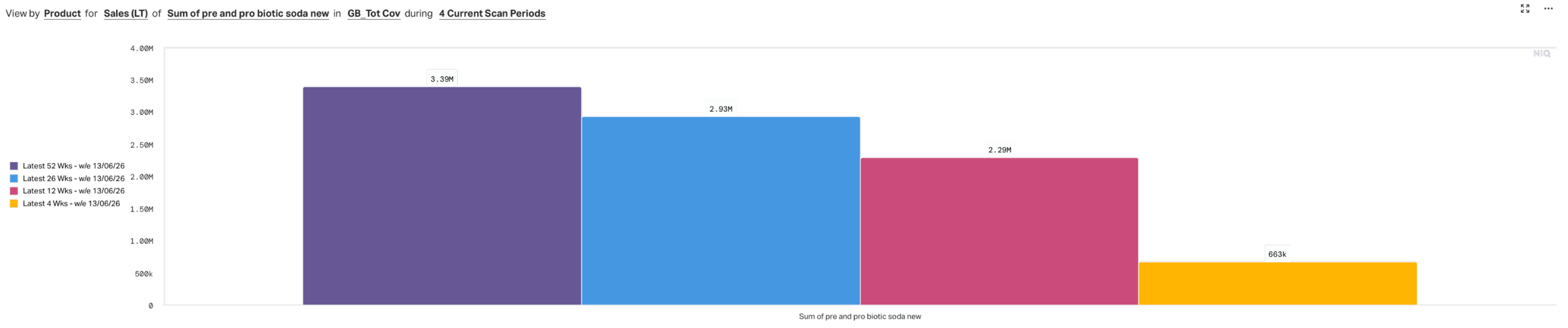
What is happening to total vitamins, minerals and supplements volume?

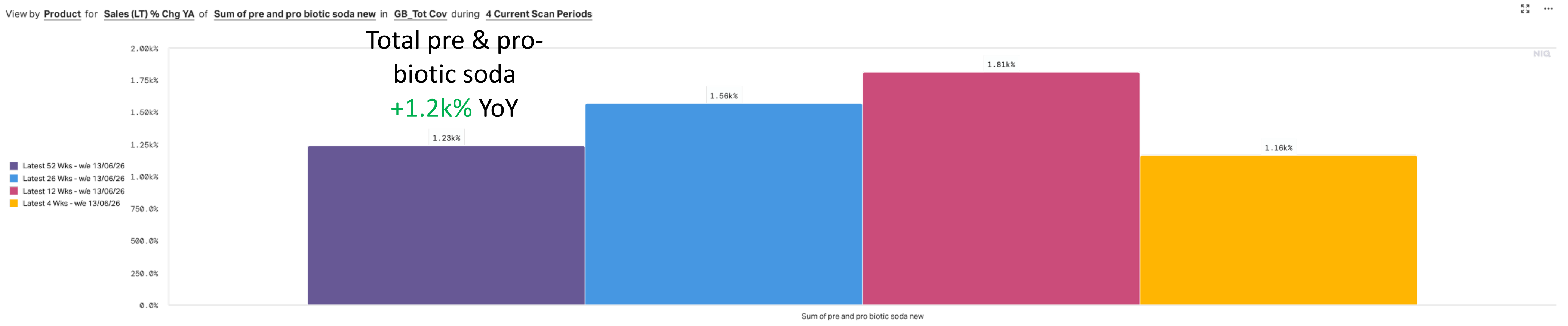




Insight: Total vitamins, minerals and supplements volumes are +6.5% over the latest 52 weeks vs. LY

What is happening to total pre and pro-biotic soda volume?

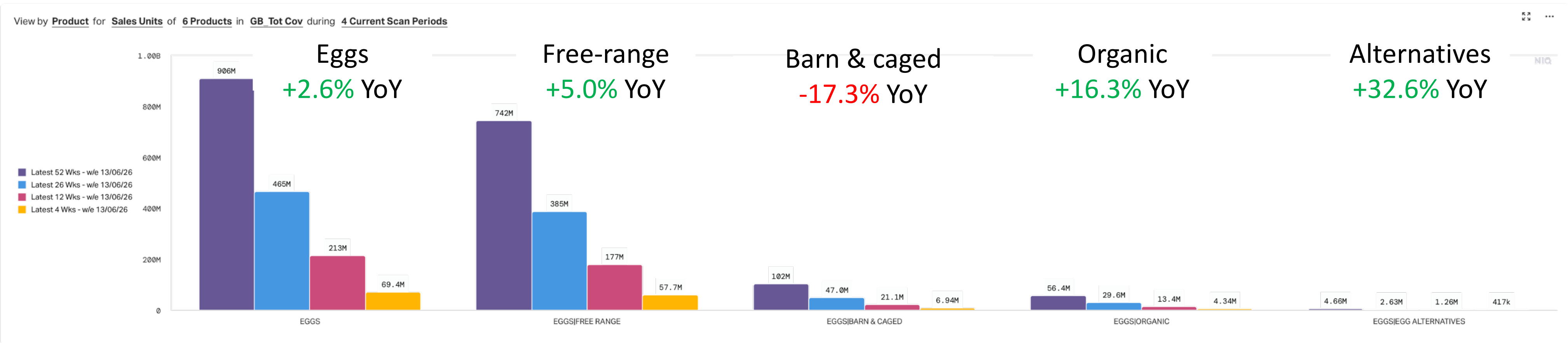


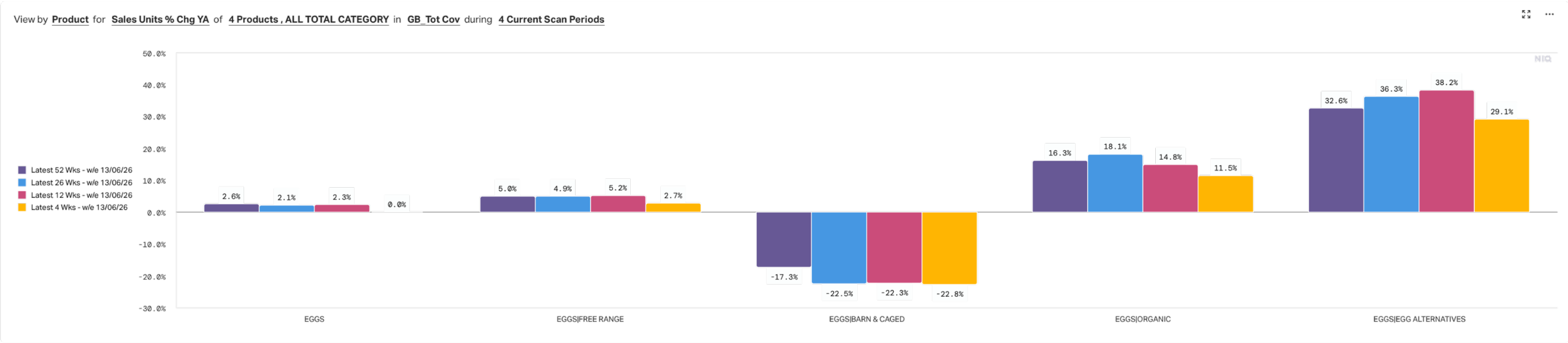


Insight: Total pre and pro-biotic sodas benefit from the growth within the wider 'functional' category and have jumped +1.23k% from a low base to 3.4m litres over the latest 52 weeks

*Analysis: Alpine Online | Data: NIELSEN IQ | MNDH FLAVOURED CARBONATES| Retail Measurement | GB TOTAL COVERAGE – 52 WEEKS TO WE 13/06/2026 ***Includes non-kombucha kefir water variants from the following brands: Poppi, Hip Pop, Living Things, XOXO, Vital, The Gut Stuff, Fibe

What is happening to total Egg volume?





Insight: total egg volumes are +2.6% YoY, however this is in units, and there is a trend with consumers moving from 6 packs to larger pack sizes, so overall KG growth is likely to be higher than this. We believe the well documented high-protein consumer trend is one of the factors contributing to a higher consumer egg demand within; free range (+5.0%), organic (+16.3%) and egg alternatives (+32.6%), although it is worth noting consumers are moving away from bar and caged eggs which are -17.3% YoY.

Volume winners and losers over 52 weeks

ALPINE ONLINE

Winners

Pre and Pro Biotic soda & mineral water	Low and no Beer and Cola	Free range, organic and liquid eggs	Vitamins, minerals and supplements
+1.2k% +8.1%	+7.3% +2.8%	+5.0% +16.3% +32.6%	+6.5%

Losers

Mainstream and craft beer	Red and White wine	Frozen Pizza	Barn Eggs
-3.6% -11.4%	-5.5% -3.1%	-1.6%	-17.3%

*Analysis: Alpine Online | Data: NIELSEN IQ |Retail Measurement | GB TOTAL COVERAGE – 52 WEEKS TO WE 13/06/2026

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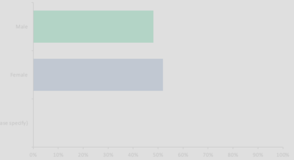
We wanted to know if and how consumers are changing their behaviour because of taking weight loss drugs, and what impact this is having on the UK grocery channel

1) We undertook a direct-to-consumer survey to understand the implications that weight loss drugs are having on behaviour

Survey respondents were:

- Gender: 52% female / 48% male
- Age brackets:
  - 31% aged 45 – 54
  - 21% aged 35 - 44

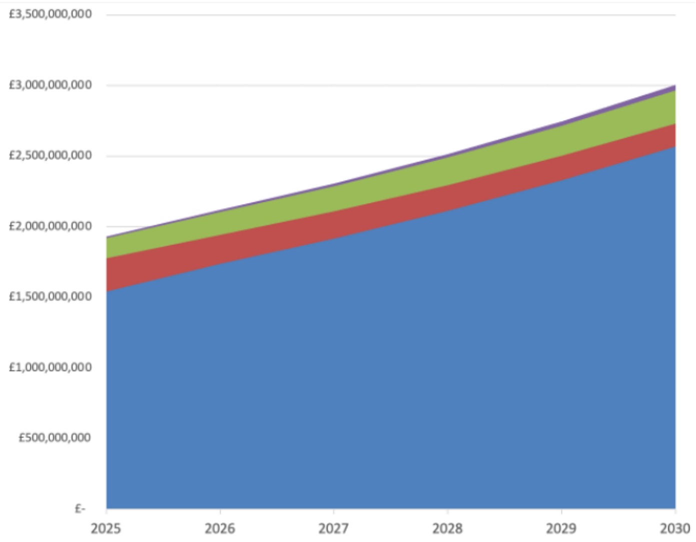


ANSWER CHOICES	RESPONSES
Under 18	0.00%
18-24	11.54%
25-34	17.31%
35-44	21.15%
45-54	30.77%
55-64	10.58%
65+	8.65%
TOTAL	

2) We analysed the latest Nielsen IQ data to find out what is happening to volumes in the UK right now

NIQ Partner Network

3) Based on the data insights, we've forecasted how certain categories could react by 2030

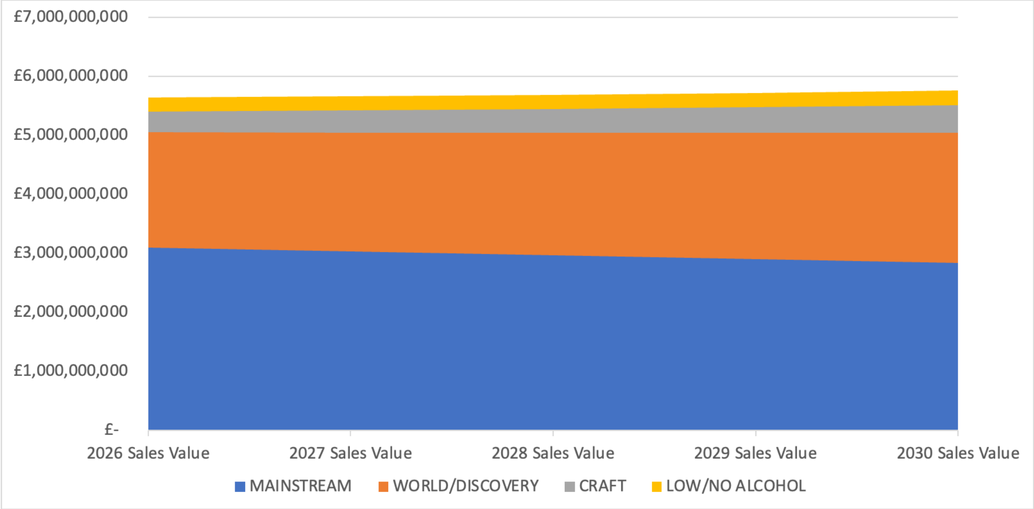


What do we think will happen to the beer category by 2030? Based on the below assumptions, we anticipate a circa -167m / -8% litre volume drop by 2030.

ALPINE ONLINE

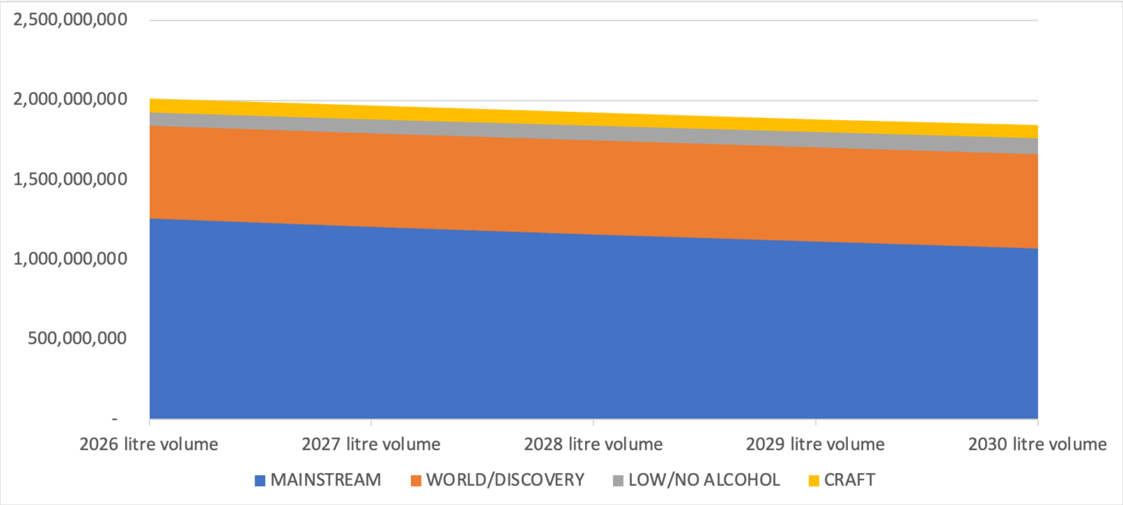
£ sales +£120.8m / +2.1% growth between 2026 - 2030

SECTOR	2026 Sales Value	2027 Sales Value	2028 Sales Value	2029 Sales Value	2030 Sales Value
TOTAL BEER	£ 5,640,526,361	£ 5,662,409,779	£ 5,689,717,491	£ 5,722,639,181	£ 5,761,379,979
MAINSTREAM	£ 3,100,935,477	£ 3,033,459,121	£ 2,967,451,050	£ 2,902,879,315	£ 2,839,712,662
WORLD/DISCOVERY	£ 1,956,056,675	£ 2,014,982,882	£ 2,075,684,242	£ 2,138,214,229	£ 2,202,627,933
CRAFT	£ 348,468,268	£ 375,770,756	£ 405,212,395	£ 436,960,786	£ 471,196,664
LOW/NO ALCOHOL	£ 235,065,942	£ 238,197,020	£ 241,369,804	£ 244,584,850	£ 247,842,720



Volumes decline of -166.8m litres / -8.3% between 2026 - 2030

SECTOR	2026 litre volume	2027 litre volume	2028 litre volume	2029 litre volume	2030 litre volume
TOTAL BEER	2,010,392,012	1,965,354,075	1,922,587,628	1,882,021,837	1,843,589,622
MAINSTREAM	1,259,304,265	1,208,932,094	1,160,574,810	1,114,151,818	1,069,585,745
WORLD/DISCOVERY	581,787,251	584,696,187	587,619,668	590,557,767	593,510,555
LOW/NO ALCOHOL	83,018,668	87,169,601	91,528,081	96,104,485	100,909,710
CRAFT	86,281,828	84,556,192	82,865,068	81,207,767	79,583,611



Assumptions

- Expected volume decline in mainstream & craft. Modest volume growth anticipated in world / discover, with more in low and no
- We anticipate between 1.9% - 3.4% YoY £PPL inflation across the sectors

SECTOR	YoY volume index %	YoY £PPL Change index %
MAINSTREAM	-4.0%	1.9%
WORLD/DISCOVERY	0.5%	2.5%
LOW/NO ALCOHOL	5.0%	2.7%
CRAFT	-2.0%	3.4%

Insight: Total beer volume has dropped by -2.4% over the latest 52 weeks vs LY. Based on these assumptions, the beer category volumes may drop by a further -166.8m litres / -8.3% between 2026 – 2030. Despite this, price inflation may drive £ sales +£120.8m / +2.1% to £5.7bn***

*Analysis: Alpine Online | Data: NIELSEN IQ |Retail Measurement | MNDH BEER | GB TOTAL COVERAGE – 52 WEEKS TO WE 13/06/2026 ***Based on forecast by Dave Knowles from Alpine Online

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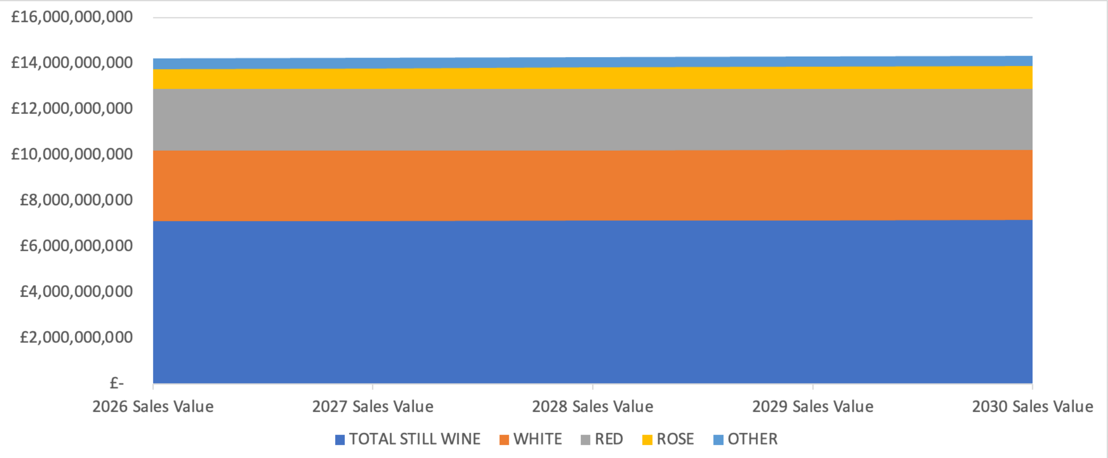
What do we think will happen to the wine category by 2030? Based on the below assumptions, we anticipate a circa -90m / -12% litre volume drop by 2030.

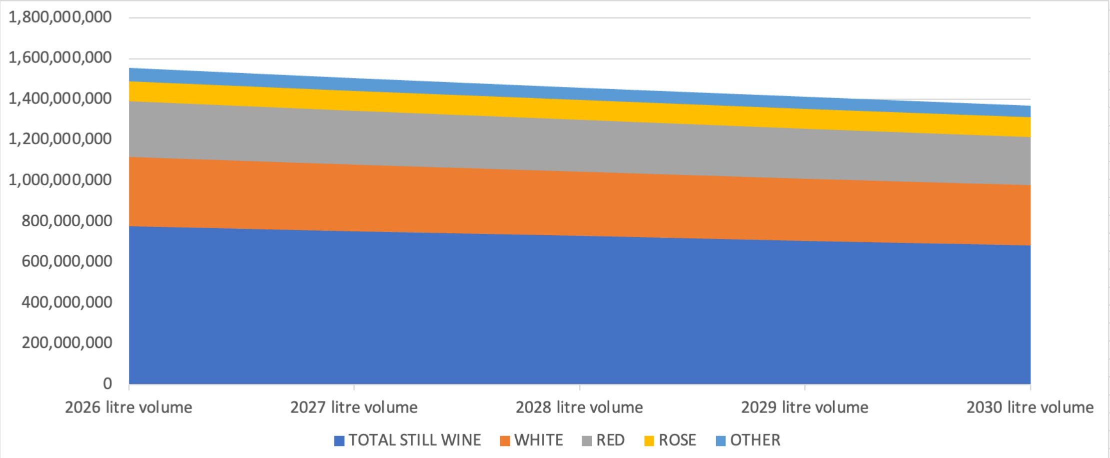
£ sales +£58.2m / +0.8% growth between 2026 - 2030

SECTOR	2026 Sales Value	2027 Sales Value	2028 Sales Value	2029 Sales Value	2030 Sales Value
TOTAL STILL WINE	£ 7,106,614,119	£ 7,119,483,616	£ 7,133,448,370	£ 7,148,542,410	£ 7,164,800,943
WHITE	£ 3,082,602,938	£ 3,078,826,750	£ 3,075,055,187	£ 3,071,288,245	£ 3,067,525,916
RED	£ 2,690,121,629	£ 2,681,257,679	£ 2,672,422,935	£ 2,663,617,301	£ 2,654,840,682
ROSE	£ 882,082,585	£ 912,042,520	£ 943,020,044	£ 975,049,720	£ 1,008,167,283
OTHER	£ 451,806,966	£ 447,356,667	£ 442,950,204	£ 438,587,145	£ 434,267,061



Volumes decline of -92.5m litres / -11.9% between 2026 - 2030

SECTOR	2026 litre volume	2027 litre volume	2028 litre volume	2029 litre volume	2030 litre volume
TOTAL STILL WINE	777,078,489	752,669,091	729,128,874	706,426,744	684,532,717
WHITE	339,104,250	327,235,601	315,782,355	304,729,973	294,064,424
RED	275,405,005	265,215,019	255,402,064	245,952,187	236,851,956
ROSE	96,260,297	96,164,036	96,067,872	95,971,804	95,875,833
OTHER	66,308,938	64,054,434	61,876,583	59,772,779	57,740,505



Assumptions

- As wine consumers grow older and moderation continues to rise, all wine sectors may decline in volume terms by 2030
- We anticipate between 2.5% - 3.5% YoY £PPL inflation across the sectors

SECTOR	YoY volume index %	YoY £PPL Change index %
WHITE	-3.5%	3.5%
RED	-3.7%	3.5%
ROSE	-0.1%	3.5%
OTHER	-3.4%	2.5%

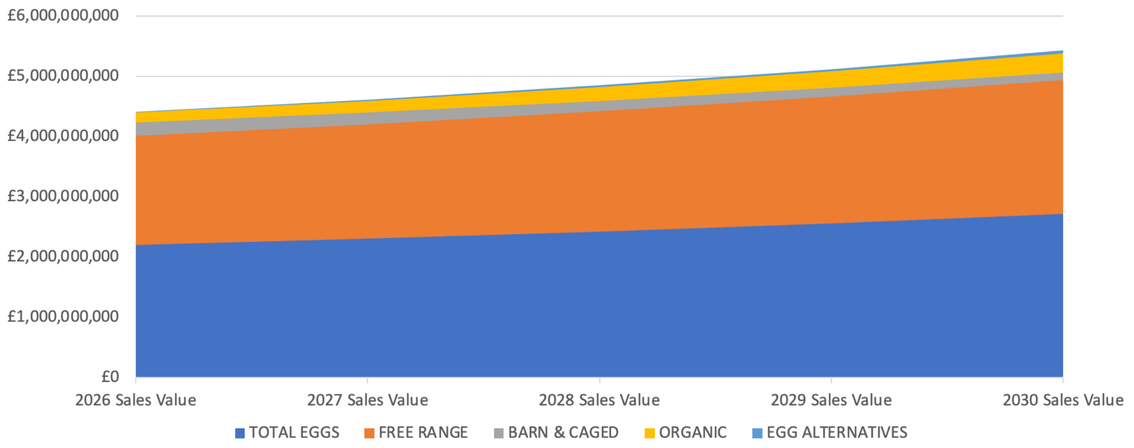
Insight: Total wine volume has dropped by -3.5% over the latest 52 weeks vs LY. Based on these assumptions, the wine category volumes may drop by a further -92.5m litres / -11.9% between 2026 – 2030. Despite this, price inflation may drive £ sales +£58.2m / +0.8% to £7.2bn***

*Analysis: Alpine Online | Data: NIELSEN IQ |Retail Measurement | MNDH STILL WINE | GB TOTAL COVERAGE – 52 WEEKS TO WE 13/06/2026 ***Based on forecast by Dave Knowles from Alpine Online

What do we think will happen to the eggs category by 2030? Based on the below assumptions, we anticipate a +98m / +11% unit volume increase by 2030.

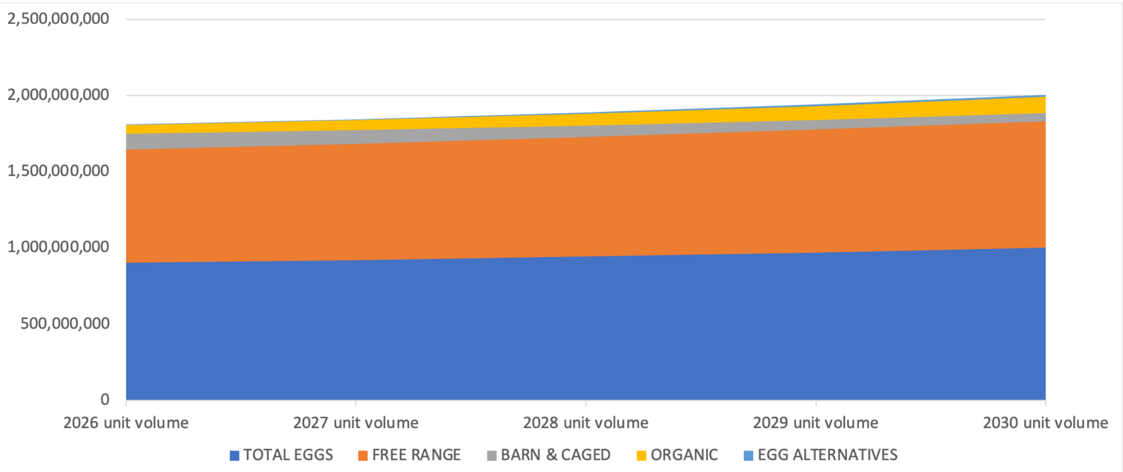
£ sales +£799.1m / +36.2% growth between 2026 - 2030

SECTOR	2026 Sales Value	2027 Sales Value	2028 Sales Value	2029 Sales Value	2030 Sales Value
TOTAL EGGS	£2,206,470,773	£2,307,924,510	£2,425,590,047	£2,560,721,076	£2,715,004,778
FREE RANGE	£1,801,665,283	£1,898,414,709	£2,000,359,579	£2,107,778,888	£2,220,966,615
BARN & CAGED	£225,777,271	£ 195,748,894	£ 169,714,291	£ 147,142,290	£ 127,572,365
ORGANIC	£163,435,434	£ 193,131,652	£ 228,223,673	£ 269,691,915	£ 318,694,936
EGG ALTERNATIVES	£15,592,785	£ 20,629,255	£ 27,292,504	£ 36,107,983	£ 47,770,862



Volumes increase of +97.9m units / +10.8% between 2026 - 2030

SECTOR	2026 unit volume	2027 unit volume	2028 unit volume	2029 unit volume	2030 unit volume
TOTAL EGGS	905,757,389	922,397,797	944,126,818	971,091,943	1,003,610,003
FREE RANGE	742,208,821	762,990,668	784,354,407	806,316,330	828,893,188
BARN & CAGED	102,446,309	87,079,363	74,017,459	62,914,840	53,477,614
ORGANIC	56,446,019	66,041,843	77,268,956	90,404,678	105,773,474
EGG ALTERNATIVES	4,656,239	6,285,923	8,485,996	11,456,095	15,465,728



Assumptions

- As a high-protein diet becomes more important to consumers, we anticipate unit volume growth in all sectors except barn & caged
- We anticipate between 1.0 – 2.5% unit price increase driven by inflation and larger pack sizes. Egg alternatives £PPU declines as competition increases

SECTOR	YoY volume index %	YoY £PPU Change index %
FREE RANGE	2.8%	2.5%
BARN & CAGED	-15.0%	2.0%
ORGANIC	17.0%	1.0%
EGG ALTERNATIVES	35.0%	-2.0%

Insight: Total egg volume has grown by +2.6% over the latest 52 weeks vs LY. Based on these assumptions, the egg category volumes may increase by +97.9m units / +10.8% between 2026 – 2030. Total £ sales will grow +£508.5m / +23.0% to £2.7bn***

*Analysis: Alpine Online | Data: NIELSEN IQ |Retail Measurement | MNDH EGGS | GB TOTAL COVERAGE – 52 WEEKS TO WE 13/06/2026 ***Based on forecast by Dave Knowles from Alpine Online

We hope you found this report interesting. Please see a summary of key points below

ALPINE ONLINE

Consumers who take weight loss drugs are snacking less than before

ANSWER CHOICES	RESPONSES
I snack much less than before	36.54%
I snack somewhat less than before	20.19%
About the same as before	39.42%
I snack more than before	3.85%
TOTAL	

So What?
Supermarkets will look to range more 'healthier' snacking products to protect £ sales

The weight loss drug and alcohol moderation sub-trends are part of a wider 'health and wellness' macro trend, which will likely lead to reduced alcohol volume consumption

ANSWER CHOICES	RESPONSES
I've stopped drinking alcohol completely	11.54%
I drink less than before	35.58%
I've switched to low/no-alcohol alternatives	13.46%
No change	23.08%
I don't drink alcohol	16.35%
TOTAL	

So What?
Consumers are moderating their drinking and drinking more premium options

Consumers are checking labels for nutritional information more than ever.

ANSWER CHOICES	RESPONSES
A lot more — I check labels on almost everything now	30.77%
Somewhat more — I check on certain products	31.73%
About the same as before	29.81%
Less than before	7.69%
TOTAL	

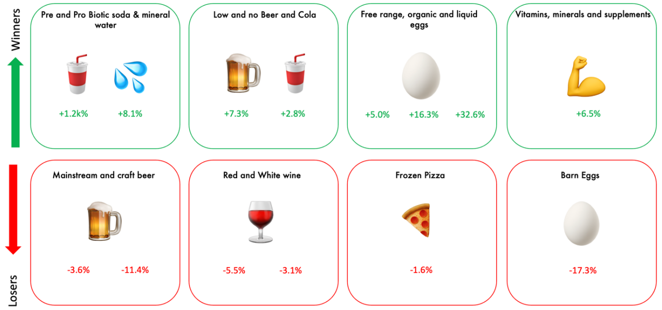
So What?
Label design / information to become more 'front of mind' with health-conscious consumers

The shift form jabs to pills will likely increase the % of population taking weight loss drugs

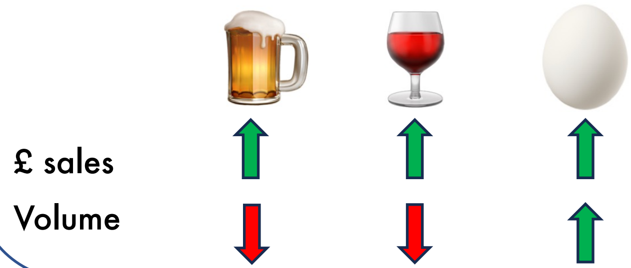
ANSWER CHOICES	RESPONSES
No, I am happy using injections	15.38%
Yes, I would prefer to take weight loss pills	60.58%
I don't mind, I would use either	24.04%
TOTAL	

So What?
The trends we have noticed in this report are likely to become more prevalent over time

Volume losers: beer, wine and frozen pizza. Volume winners: low and no beer, eggs, water and vitamins, minerals & supplements



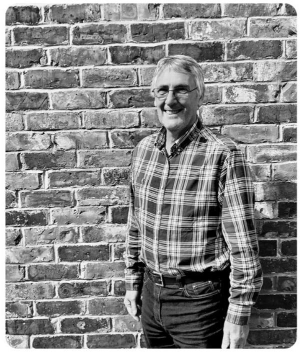
By 2030, we anticipate further volume declines in both beer and wine, however price inflation will keep £ sales in slight growth vs. 2026. We expect to see both £ sales and unit volume growth in the egg category.



This report was brought to you by Alpine Online.
We are a family run, data insights company that specialises in the UK grocery market.

Dave Knowles
Founder &
Managing Director

Danielle Knowles
Director &
Category Manager



Phil Knowles
Finance
Director

Alex Chapman
Business
Intelligence Analyst

UK Grocery expertise

- Over 20 year's experience in the UK Grocery market
- We understand the requirements of both suppliers and retailers
- We provide insights to help you grow your brand

Credibility

- Accredited NIQ partner
- We also analyse data from all other major providers
- 50+ positive reviews on LinkedIn

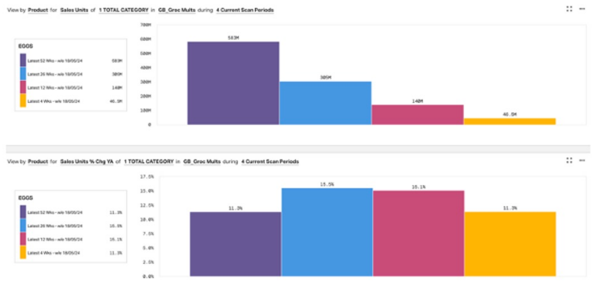
Flexibility

- A range of services to suit your analysis requirements
- Options for one-off projects and ongoing reporting
- Price discounts for longer term reporting

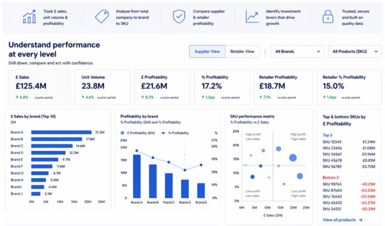
Trusted

Alpine Online provides the below client solutions

1) Category Reporting

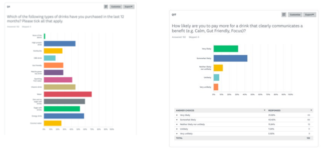


2) Analyze – Retailer profitability tracking

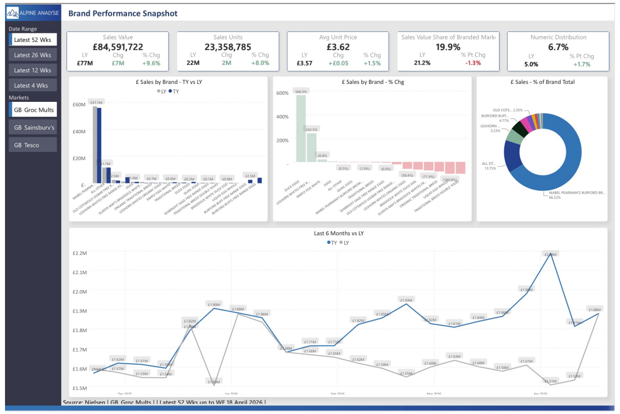


3) Humanalysis – Consumer Surveys

INSIGHTS ON HUMAN BEHAVIOUR

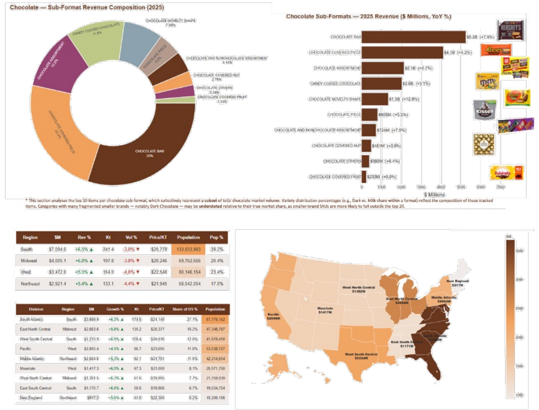


4) Power BI reporting



5) Range Review Planogram Analysis

6) Bespoke client analysis



We have lots of happy clients on LinkedIn

Client testimonials

Lyndsay Mackay
Senior National Account Manager at Mackie's of Scotland

Dave is great to work with and turned around a significant piece of work in a short time frame. Expert in using data and driving insight into actionable recommendations. Highly recommend.

Richard Keir
UK General Manager at Little Freddie Organic Baby Food

Dave has massively helped us increase our category understanding over the past 6 months through insights and analysis of market data and how we use that information within the business. He has added value from the start and has helped us across a range of areas from range review recommendations, innovation and trading strategy. Would highly recommend!

John Hadingham
Sales Director at Vocation Brewery

I cannot recommend Dave enough, his level of expertise and knowledge in the Grocery channel, especially BWS is exceptional. Providing valuable insights and commentary alongside Nielsen Data has been a huge support to our forward planning particularly during range reviews with key Grocery accounts.
A great value add to our business.

Andrew Farrell
Head of Sales - Grocery, Wholesale & International at Cawston Press

The strength of Daves ability and comfort in using the Nielsen IQ system has allowed us to invest in data and harness continued actionable insight.

His training of the commercial team and ongoing support has helped drive us forward and improve our understanding of the market.
A great asset for us to have.

Alex Longton · 1st
Co-Founder and MD @ Tiba Tempeh
October 29, 2025, Alex was Dave's client

I had the pleasure to work with Dave last month, and it felt like like having a brilliant outsourced category manager on your team. He quickly pulled together and presented the category data with real clarity and insight. He's super experienced, sharp and great to work with. Highly recommend!

Big thanks to NielsenIQ for introducing us to Dave at Alpine.

Fiona Mills-Doig · 1st
National Sales Manager & Channel Lead at Vitamin Well AB (NOCCO & Barebells)
February 12, 2025, Fiona was Dave's client

We have loved working with Dave at Alpine! He & the team have really helped us create meaningful insights to present to our customers & have been flexible around the different slide alterations to fit to our needs. I would recommend Alpine highly, especially if you are a business who doesn't current have the capacity or size to have an internal category team.

Debbie King · 1st
Sales & Marketing Director
October 29, 2024, Debbie was Dave's client

Dave and his team at Alpine are a pleasure to work with. We purchased our Category data from NiQ and Dave turned this raw data into succinct charts that clearly detailed performance and trends
We were then able to support our category recommendations to our retail buyers with clear data backed proposals
We are looking forward to working with Alpine again next month and highly recommend them

If you are interested in finding out more about analysis from Alpine Online or data from NIQ, please get in touch with the team to find out more

Alpine Online partners with Nielsen IQ.

If you would like to talk to them about data for your category, please drop Rachel an email.

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ALPINE ONLINE

Report compiled by Dave Knowles.

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*Image generated by AI