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What Advertisers Need to Know About GLP-1 Users This Holiday Season

Image Credit: Getty Images via Unsplash+

CivicScience contact@civicscience.com · Published: November 20, 2025

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CivicScience engages directly with consumers, collecting over one million survey responses daily, to turn real-time insights into high-performing advertising campaigns. See how leading brands use CivicScience to drive campaign performance [here](#).

The [CivicScience GLP-1 Consumer Tracker](#) reveals how current GLP-1 users are reshaping their everyday behaviors – from food and retail spending to broader lifestyle choices – and new data highlights how GLP-1 usage is shaping holiday shopping this year as well. Drawing on consumer-declared insights from more than 150K U.S. adults 18+ who've used GLP-1 medications for weight-loss in the past few years shows that current users are far more likely than non-users to have started their gift buying, are over 2X as likely to say they plan to spend more than usual on gifts, and are roughly 20 percentage points more likely to report holiday travel plans.

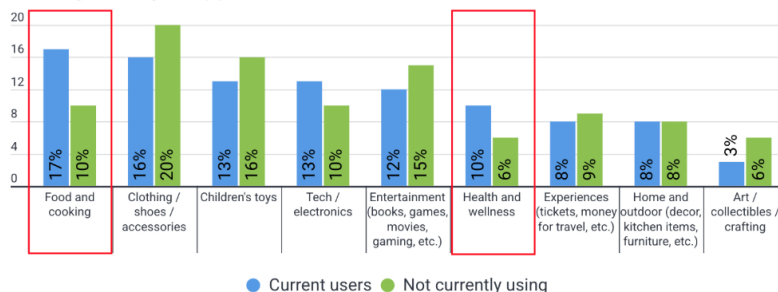
Beyond timing and spending, GLP-1 users also exhibit distinct preferences in what they purchase, where they shop, and how they plan to spend their holiday time. These nuances further differentiate them from non-users and can help advertisers adjust messaging and channels more precisely this season and beyond.

Gift Categories

Current users are seven points more likely to gift food or cooking-related items and four points more likely to give health and wellness products (among holiday shoppers). Clothing, shoes, and accessories is another top gift category, but the types of clothing they purchase are likely shifting, as the CivicScience GLP-1 Tracker points to notable changes in their retail habits. They also stand out for self-gifting and are roughly 2X as likely to plan on treating themselves to a holiday gift this year.

In which category will you buy the most gifts this holiday season? by GLP-1 usage for weight loss

Among holiday shoppers



1,180 responses from 08/01/2025 to 11/19/2025
Among holiday shoppers
Weighted by U.S. Census 18+
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Retailer Preferences

Although big-box retailers remain popular among all holiday shoppers, GLP-1 users are over 10 percentage points *less* likely to shop from these stores. Instead, they over-index as small businesses and locally owned boutique shoppers, indicating a more distributed mix of preferred retailers – especially compared with non-users, where nearly half say they plan to shop primarily at big-box stores.

Travel Lodging Choices

Not only do GLP-1 users lead in overall holiday travel intent, but they also differ in their plans for where to stay. While staying with friends or family remains the most common choice for all holiday travelers, current users are less likely to do so. Instead, they are six points more likely to book an Airbnb or other rental property.

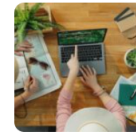
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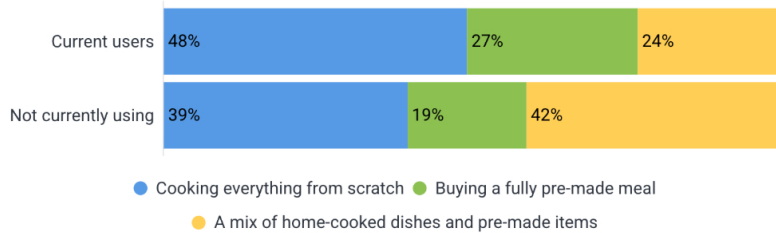
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While family time, meaningful gifts, and relaxation top the list for most consumers, GLP-1 users place a higher emphasis on traditions (+8 points).

Thanksgiving Plans

Among those celebrating Thanksgiving, current GLP-1 users are nearly 10 points more likely to say they're cooking their entire meal from scratch this year, whereas non-users are 18 points more likely to do a mix of homemade and pre-purchased foods. GLP-1 users are also less likely than non-users to celebrate with immediate family only. Instead, they are 13 points more likely to celebrate with a large group and five points more likely to spend the holiday with a smaller group of family/friends than usual – both of which may signal similar patterns as December holidays approach.

Thanksgiving meal preparation plans by GLP-1 usage for weight loss



884 responses from 10/24/2025 to 11/19/2025
Among celebrators
Weighted by U.S. Census 18+
© CivicScience 2025



Beyond Preferences: Targeting With Real-Time Insights

CivicScience helps advertisers target highly valuable audiences by leveraging self-declared insights into how they engage with content online. For example, GLP-1 users who have not yet finished their holiday shopping stand out in their digital behaviors: they are 11 points more likely than the average U.S. adult to say they 'always' or 'often' rely on videos (e.g., online or on social media) to learn about products or make purchase decisions. They are also 11 points more likely to say their purchases are mostly planned rather than spontaneous, indicating a more intentional mindset and underscoring the importance of consistent nurturing in influencing their purchasing decisions this holiday season and beyond.

Have you ever taken a GLP-1 medication like Ozempic or Wegovy?

Yes, I have

No, but I'm open to it

No, not interested

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START ANSWERING QUESTIONS



Have you started holiday shopping yet?

- ☐ Yes, I have
- ☐ No, I haven't
- ☐ Other / No opinion

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