

GLP-1 Usage and Restaurants

May 2026

Introduction

- An estimated 1 in 8 adults in the U.S. currently take a GLP-1 medication such as Ozempic, Wegovy, Rybelsus, Trulicity or Zepbound. That number is expected to rise substantially in the months and years ahead. According to a new National Restaurant Association survey, 29% adults who are not currently taking a GLP-1 medication say they would be likely to consider using one, if it became more affordable and accessible. That would potentially increase GLP-1 usage to about 4 in 10 adults, which makes it imperative for restaurant operators to understand the tastes and preferences of this growing category of consumers.
- This report summarizes the results of a National Restaurant Association survey of 1,400 adults, 509 of which currently use a GLP-1 medication. The survey was fielded March 6-11, 2026.

Key Findings

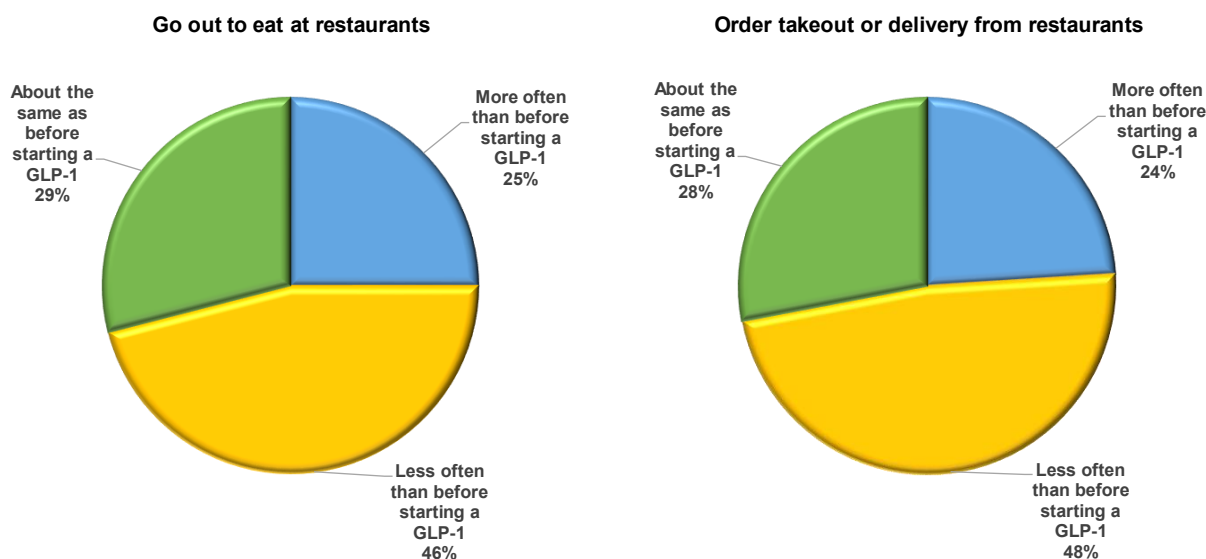
- Consumers who take GLP-1 medications have a higher average restaurant usage than those who do not take a GLP-1. GLP-1 users purchased a meal, snack or beverage from restaurants an average of 7.6 times during the week prior to the survey. In comparison, consumers who do not take GLP-1 medications used restaurants an average of 5.1 times during the same week.
- GLP-1 users have above-average restaurant frequency even though nearly one-half of them say they cut back on their restaurant usage after going on the medication. One in four GLP-1 users say they use restaurants more frequently now than they did before going on the medication, while about three in 10 say it has remained about the same.
- The vast majority of GLP-1 users say they have changed their ordering habits at restaurants since going on the medication. The most common changes were ordering smaller portions, ordering more high-protein items and ordering more vegetables.
- While some GLP-1 users may have reduced their frequency or changed their ordering habits, most continue to actively incorporate restaurants into their daily lives. 87% of GLP-1 users say they enjoy going to restaurants, while 71% say restaurants are an essential part of their lifestyle. That's 10 percentage points higher than the general public: 61% of all adults say restaurants are an essential part of their lifestyle.
- That gives restaurants a unique opportunity to play a role in the dietary habits of GLP-1 users. GLP-1 users agree: more than 9 in 10 say they would order restaurant items that align with their GLP-1 food and beverage preferences. Moreover, they are willing to pay for it: 76% of GLP-1 users say they would be willing to pay a little more at restaurants for items that align with their GLP-1 food and beverage preferences.
- There are also off-premises opportunities for operators, with 86% of GLP-1 users saying they would purchase a take-home meal kit from a restaurant that contains ingredients for a complete meal that aligns with their GLP-1 food and beverage preferences.
- Nine in 10 GLP-1 users say there are usually menu items available at restaurants for people who want to eat healthy. At the same time, 89% say they would like restaurants to communicate better about their food and beverage options that promote health and wellness.
- GLP-1 users also make it clear that they want restaurants to provide offerings that fit into their specific food and beverage preferences. That includes more options of portion sizes as well as the ability to order snacking items throughout the day.

Detailed Survey Results

Nearly one-half of GLP-1 users say they are using restaurants less frequently since going on the drug

- A concern for many in the industry was that GLP-1 users would cut back on their restaurant usage. That has been true for some: nearly half of GLP-1 users say they go out to eat at restaurants (46%) or order takeout or delivery from restaurants (48%) less often now than they did before starting the medication.
- It hasn't been all negative though: one in four GLP-1 users say they use restaurants more frequently now, while about three in 10 say it has remained about the same.
- Gen Xers were the most likely to say they cut back on their restaurant usage, with a majority saying they go out to eat at restaurants (58%) or order takeout or delivery from restaurants (65%) less often now than they did before starting the medication.
- Gen Z adults' reporting of their restaurant frequency was a mixed bag, with similar proportions saying they use restaurants more often and less often.

GLP-1 users' reporting of their current restaurant usage compared to before they started using a GLP-1 medication



Source: National Restaurant Association, National survey of 1,400 adults (509 of which currently use a GLP-1 medication) fielded March 6-11, 2026

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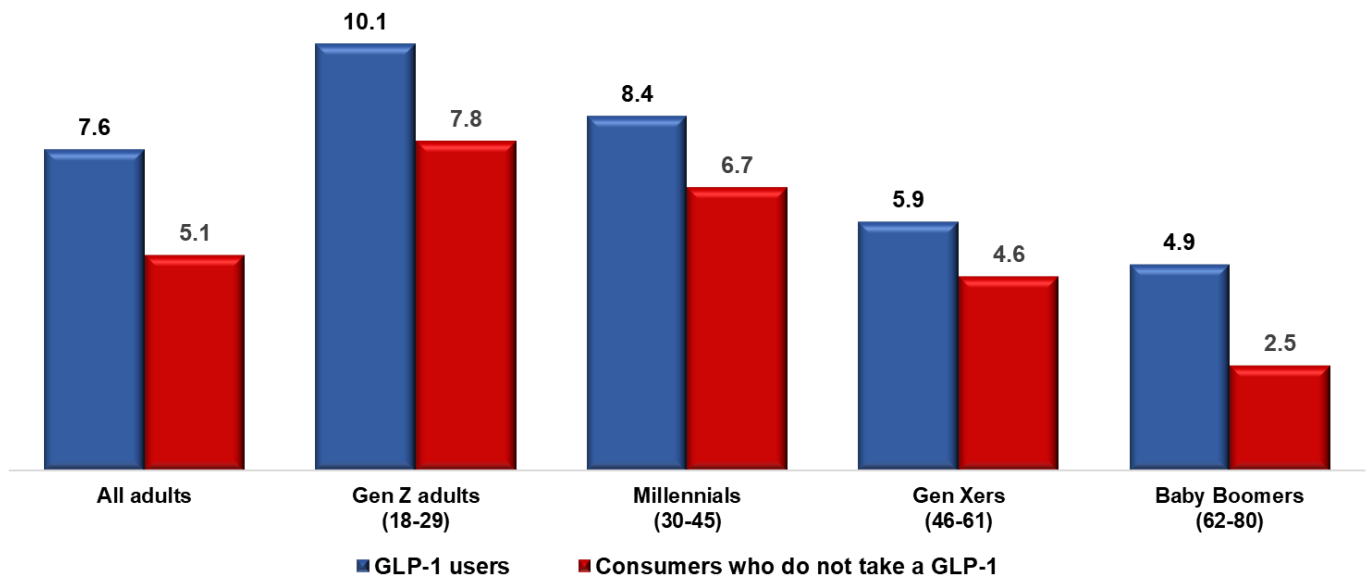
Restaurant usage	All GLP-1 Users	Gen Z Adults (18-29)	Millennials (30-45)	Gen Xers (46-61)	Baby Boomers (62-80)
Going out to eat at restaurants					
More often than before starting a GLP-1	25%	37%	35%	10%	5%
Less often than before starting a GLP-1	46%	42%	44%	58%	38%
About the same as before starting a GLP-1	29%	22%	20%	32%	57%
Ordering takeout or delivery from restaurants					
More often than before starting a GLP-1	24%	38%	34%	9%	4%
Less often than before starting a GLP-1	48%	37%	44%	65%	44%
About the same as before starting a GLP-1	28%	26%	22%	27%	52%

Source: National Restaurant Association, National survey of 1,400 adults (509 of which currently use a GLP-1 medication) fielded March 6-11, 2026

Restaurant usage is higher among GLP-1 users

- Even though nearly half of GLP-1 users report using restaurants less often now than they did before starting the medication, their average frequency is well above that of consumers who do not take a GLP-1.
- GLP-1 users purchased a meal, snack or beverage from restaurants an average of 7.6 times during the week prior to the survey. In contrast, consumers who do not take GLP-1 medications used restaurants an average of 5.1 times during the same week.
- GLP-1 users across all demographic groups use restaurants more frequently than their counterparts who do not take GLP-1 medications.
- Gen Z adults who take GLP-1 medications used restaurants an average of 10.1 times during the reference week – tops among all demographic groups.
- Baby boomers who take GLP-1 medications used restaurants twice as often during the reference week as those who do not take a GLP-1 (4.9 versus 2.5).
- GLP-1 users were also more frequent restaurant users across all of the dayparts. GLP-1 users purchased dinner from a restaurant (either on-premises or off-premises) an average of 2.7 times during the reference week. Consumers who do not take GLP-1 medications used restaurants for dinner an average of 1.8 times during the same week.
- GLP-1 users were also more likely than non-users to purchase lunch (2.0 versus 1.4) or a breakfast meal, snack or beverage (1.9 versus 1.2) from a restaurant during the reference week.

Average number of times consumers purchased a meal, snack or beverage from a restaurant, coffee shop or snack place during the week prior to the survey



Source: National Restaurant Association, National survey of 1,400 adults (509 of which currently use a GLP-1 medication) fielded March 6-11, 2026

Average number of times consumers purchased a meal, snack or beverage from a restaurant, coffee shop or snack place during the week prior to the survey

Demographic Group	Consumers who use GLP-1 medications	Consumers who do not use GLP-1 medications
All adults	7.6	5.1
Gender		
Male	8.4	6.0
Female	6.6	4.5
Generation		
Gen Z adults (18-29)	10.1	7.8
Millennials (30-45)	8.4	6.7
Gen Xers (46-61)	5.9	4.6
Baby Boomers (62-80)	4.9	2.5
Region of the Country		
Northeast	8.0	6.0
Midwest	6.1	4.6
South	8.0	5.3
West	7.8	5.0
Type of Community		
Urban	9.0	6.5
Suburban	6.7	4.8
Rural	5.8	4.0
Household Income		
Less than \$50,000	8.1	5.3
\$50,000 to \$99,999	6.8	5.1
\$100,000 or more	7.5	5.2

Source: National Restaurant Association, National survey of 1,400 adults (509 of which currently use a GLP-1 medication) fielded March 6-11, 2026

Note: Includes both on-premises and off-premises occasions

Average number of times consumers used restaurants for the following occasions during the week prior to the survey

Restaurant occasion	Consumers who use GLP-1 medications	Consumers who do not use GLP-1 medications
All occasions	7.6	5.1
Pick up take-out food for dinner or have it delivered	1.4	1.0
Go out for dinner at a sit-down restaurant or fast food place	1.3	0.8
Pick up a breakfast meal, snack or beverage in the morning from a fast food place, coffee shop or restaurant	1.1	0.7
Pick up lunch at a fast food place, restaurant or deli, or have it delivered	1.1	0.7
Pick up a snack or beverage in the afternoon from a fast food place, coffee shop or restaurant	1.0	0.7
Go out for lunch at a sit-down fast food place, restaurant or deli	0.9	0.7
Go out for breakfast at a sit-down fast food place, coffee shop or restaurant	0.8	0.5

Source: National Restaurant Association, National survey of 1,400 adults (509 of which currently use a GLP-1 medication) fielded March 6-11, 2026

Most GLP-1 users are changing what they order at restaurants

- 93% of GLP-1 users say they changed their ordering habits at restaurants since going on the medication.
- The most common changes were ordering smaller portions (49%), ordering more high-protein items (43%) and ordering more vegetables (41%).

Percent of GLP-1 users who say they are doing the following more often now when using restaurants than they were before they started using a GLP-1 medication

	All GLP-1 Users	Gen Z Adults (18-29)	Millennials (30-45)	Gen Xers (46-61)	Baby Boomers (62-80)
Ordering smaller portions	49%	42%	50%	58%	45%
Ordering more high-protein items	43%	41%	44%	47%	39%
Ordering more vegetables	41%	37%	43%	44%	37%
Ordering fewer sugary items	38%	32%	38%	44%	35%
Ordering fewer indulgent items like desserts or sweets	38%	31%	32%	51%	40%
Ordering more fruits	34%	32%	39%	31%	23%
Ordering fewer alcoholic beverages*	28%	25%	30%	31%	19%
Ordering more high-fiber items	25%	30%	27%	20%	16%
Ordering appetizers instead of entrees	22%	34%	21%	22%	12%
None of the above	7%	4%	2%	8%	20%

Source: National Restaurant Association, National survey of 1,400 adults (509 of which currently use a GLP-1 medication) fielded March 6-11, 2026

Note: Includes both going out to restaurants or ordering takeout or delivery

*Asked of survey respondents age 21 or older

Restaurants remain an important part of life for GLP-1 users

- GLP-1 users are loyal restaurant customers. 87% of GLP-1 users say they enjoy going to restaurants and 71% say restaurants are an essential part of their lifestyle.
- 86% of GLP-1 users say going out to a restaurant with family or friends gives them an opportunity to socialize and is a better way for them to make use of their leisure time rather than cooking and cleaning up.
- 88% of GLP-1 users say there are usually menu items available at restaurants for people who want to eat healthy.

Percent of GLP-1 users who agree with the following statements

Statement	All GLP-1 Users	Gen Z Adults (18-29)	Millennials (30-45)	Gen Xers (46-61)	Baby Boomers (62-80)
There are usually menu items available at restaurants for people who want to eat healthy	88%	82%	90%	86%	91%
You enjoy going to restaurants	87%	77%	89%	89%	92%
Going out to a restaurant with family or friends gives you an opportunity to socialize and is a better way for you to make use of your leisure time rather than cooking and cleaning up	86%	78%	89%	88%	85%
Your favorite restaurant foods provide flavor and taste sensations that can't be easily duplicated at home	86%	86%	87%	84%	86%
Restaurants are a good place to learn about food that you haven't tried before	85%	84%	86%	90%	78%
Restaurants are an essential part of your lifestyle	71%	74%	75%	69%	57%

Source: National Restaurant Association, National survey of 1,400 adults (509 of which currently use a GLP-1 medication) fielded March 6-11, 2026

GLP-1 users look to restaurants for their dietary needs

- 93% of GLP-1 users say they would be likely to order items that align with their GLP-1 food and beverage preferences.
- 86% of GLP-1 users say they would be likely to purchase a meal kit from a restaurant that contains ingredients for a complete meal that aligns with their GLP-1 food and beverage preferences, with instructions on how to cook it at home. 95% of millennials and 89% of Gen Z adults say they would purchase a meal kit.

Percent of GLP-1 users who say they would do the following at restaurants

	All GLP-1 Users	Gen Z Adults (18-29)	Millennials (30-45)	Gen Xers (46-61)	Baby Boomers (62-80)
Order items that align with their GLP-1 food and beverage preferences	93%	91%	95%	92%	94%
Purchase a meal kit from a restaurant that contains ingredients for a complete meal that aligns with their GLP-1 food and beverage preferences, with instructions on how to cook it at home	86%	89%	95%	81%	67%

Source: National Restaurant Association, National survey of 1,400 adults (509 of which currently use a GLP-1 medication) fielded March 6-11, 2026

Opportunities for restaurants to attract GLP-1 users

- Better communication: 89% of GLP-1 users say they would like restaurants to communicate better about their food and beverage options that promote health and wellness.
- More portion choices: 86% of GLP-1 users say they would like more options of portion sizes at restaurants.
- Offer snacking options: 80% of GLP-1 users say they are more likely to replace a traditional meal (breakfast, lunch or dinner) with smaller snacks during the day.
- Offer GLP-1 friendly items: 76% of GLP-1 users say they would be willing to pay a little more at restaurants for items that align with their GLP-1 food and beverage preferences.

Percent of GLP-1 users who agree with the following statements

Statement	All GLP-1 Users	Gen Z Adults (18-29)	Millennials (30-45)	Gen Xers (46-61)	Baby Boomers (62-80)
You would like restaurants to communicate better about their food and beverage options that promote health and wellness	89%	85%	91%	90%	84%
You would like more options of portion sizes at restaurants	86%	78%	88%	92%	81%
Compared to the past, you are more likely to replace a traditional meal (breakfast, lunch or dinner) with smaller snacks during the day	80%	74%	85%	84%	66%
You would be willing to pay a little more at restaurants for items that align with your GLP-1 food and beverage preferences	76%	76%	85%	73%	56%

Source: National Restaurant Association, National survey of 1,400 adults (509 of which currently use a GLP-1 medication) fielded March 6-11, 2026