



nextida·GC

Marketing

# Glucose control and GLP-1: Explore new market frontiers

[nextida.com](https://nextida.com)

**Rousselot**  
| by Darling Ingredients







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# Ready to tap into the growing market for glucose control and GLP-1 solutions?

Increased **awareness of what makes a healthy lifestyle** and the **globally booming 'metabolic health' trend** have spiked consumer interest in glucose control supplements.

At the same time, shoppers are increasingly making connections between blood glucose management and the benefits of the hormone glucagon-like peptide-1 (GLP-1), driving solutions addressing these areas to new heights.

## Why brands should pay attention to the glucose control and GLP-1 supplement space:

### Significant value

In glucose control supplements

**160**  
MILLION USD

US Market Value, Oct. 2022-2023.<sup>1</sup>



### A dynamic market

For blood sugar support supplements

**+6.4%**

US Market Value Growth (\$),  
52 weeks ending Jun. 24.<sup>2</sup>



### Double-digit growth

For glucose support supplement launches

**+16.8%**

Global new supplement launches  
year-on-year (2023-2024).<sup>3</sup>

Demand for glucose control solutions has risen in parallel with interest in GLP-1. In 2025, 59% of Americans said they would be very interested in a supplement to increase GLP-1.<sup>4</sup>

### The factors fueling demand

There are several key trends driving growth in glucose control and GLP-1 supplements, including:



An **aging population**<sup>5</sup>



Advanced awareness of **metabolic health**<sup>5,6</sup>



A maturing **preventative health market**<sup>5,6</sup>



A growing preference for **natural ingredients**<sup>7</sup>



Rising interest in **personalized nutrition**<sup>5</sup>



Booming **wearable health tracker sales**<sup>6,8,9</sup>

# Gathering global interest in glucose control and GLP-1

As a result of improved education on **glucose control** and the role of **GLP-1**, alongside the introduction of **continuous glucose monitoring (CGM) devices**, we are witnessing the emergence of ‘**metabolic wellness influencers**’.

These online figures empower consumers to take charge of their diet, lifestyle and health, particularly by mitigating blood glucose spikes:

## Global interest in glucose supplements

33%



of global consumers stated they wanted to improve their blood sugar levels with supplements.<sup>10</sup>

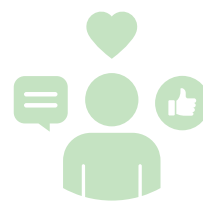
## ‘Glucose hacks’ go viral

5.6  
MILLION



organic searches for ‘glucose spikes’ in 2023.<sup>11</sup>

>6  
MILLION

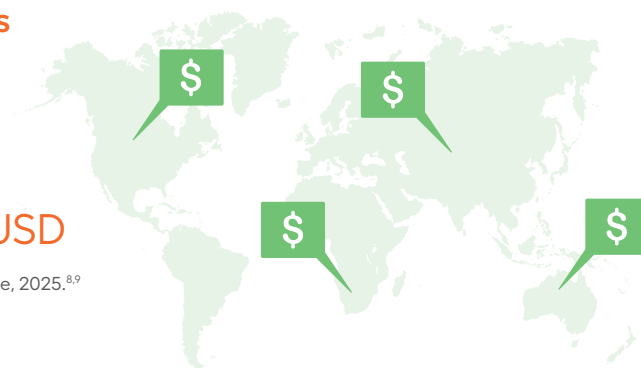


Instagram users followed ‘blood glucose influencers’ in 2024.<sup>12</sup>

## Big business for CGMs

10  
BILLION USD

US CGM Market Value, 2025.<sup>8,9</sup>



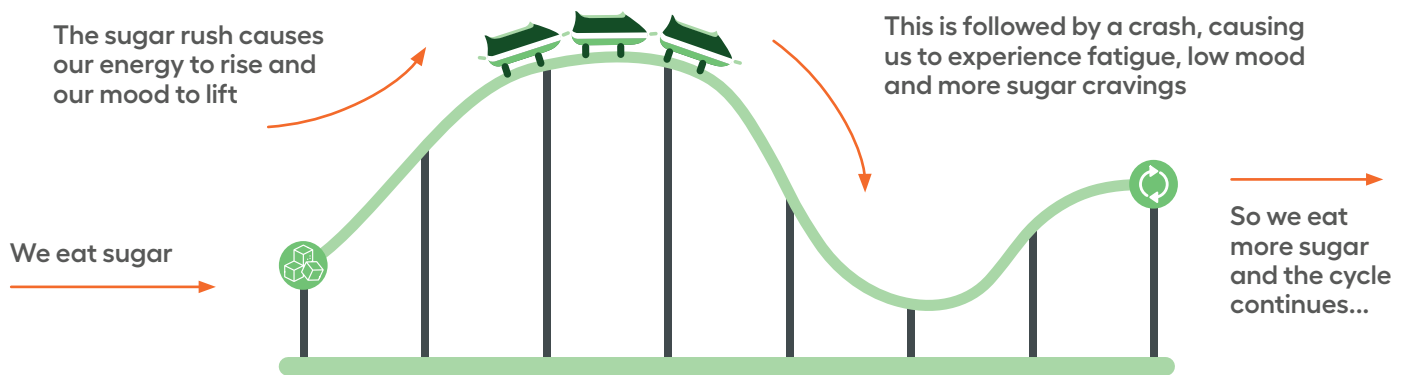
Online mentions of GLP-1 increased by 225% between 2023 – 2024.<sup>13</sup>

# GLP-1: Putting the brakes on the glucose rollercoaster

Consumers are concerned about avoiding drastic changes in their glucose levels for good reason.

Frequent and high blood sugar spikes following a meal can have negative effects on the body, destabilizing our energy and mood in a cycle known as the glucose roller coaster.<sup>14,15,16,17</sup>

## The glucose rollercoaster



## But healthy people don't need to worry about glucose spikes – right?

Surprisingly, a study showed that up to **80%** of healthy participants experienced an **excessive glucose spike** after a standard meal of cornflakes and milk.<sup>14</sup> These findings are significant, particularly when paired with further research demonstrating the health problems that can arise if blood glucose spikes extend too high or too frequent.<sup>18</sup>

High variability in blood glucose levels can lead to a “sugar crash” which includes:



Fatigue<sup>15,16</sup>



Mood and sleep disturbances<sup>17,19</sup>



Food cravings, hunger and overeating<sup>20,21,22,23</sup>



Stress<sup>24</sup>

No matter our situation, maintaining balanced glucose levels is the foundation of good physical and mental health

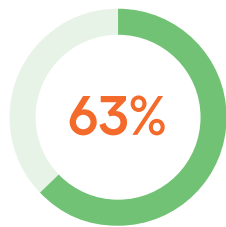
## Why is GLP-1 key?

The presence of the GLP-1 hormone causes a feeling of fullness by signaling the stomach to slow down gastric emptying and suppresses hunger by stimulating the brain's satiety center.<sup>25,26</sup>

It also enhances pancreatic insulin secretion, hence playing a key role in blood glucose management.<sup>27</sup>

# Consumer profile: Who has the most to gain from avoiding post-meal glucose spikes?

## > (Pro)active consumers

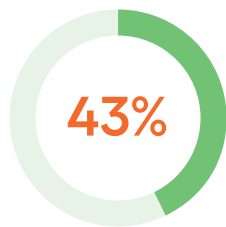


of global consumers take a **proactive approach** to their health<sup>7</sup>

Studies have shown that managing glucose spikes could be linked to **energy optimization**<sup>16,17</sup>



## > Overweight consumers

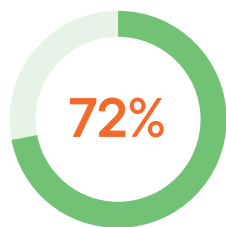


of global adults aged **18 years and over** were **overweight** in 2022<sup>28</sup>

Avoiding glucose spikes can contribute to **weight control**<sup>20,21,22,23</sup> as part of a weight program



## > Highly glucose-conscious consumers



of global active consumers state they are trying to **reduce their sugar intake**<sup>7</sup>

Avoiding blood sugar spikes can help **support an overall healthy lifestyle**<sup>18</sup>



> **GLP-1 plays an essential role in reducing the glucose spike, which in turn supports metabolic health.**

Researchers at Rousselot set out to explore this process further and investigate whether a specific combination of collagen peptides could help increase GLP-1 secretion.



# Discover the science behind Nextida GC

The first **specific collagen peptide composition** to be commercialized from Rousselot's new Nextida platform, Nextida GC targets post-meal glucose spikes while boosting GLP-1 secretion – **the natural way.**

Researchers observed that supplementation with Nextida GC:

## 1. Boosted GLP-1 secretion

Results showed a statistically significant increase in GLP-1 levels post-meal for the overall healthy population, when a 10 g dose of Nextida GC was ingested.

When zooming in on the pre-diabetic population (graph B) both the 5- and 10 grams dose of Nextida GC triggered a significant GLP-1 release.<sup>29</sup>

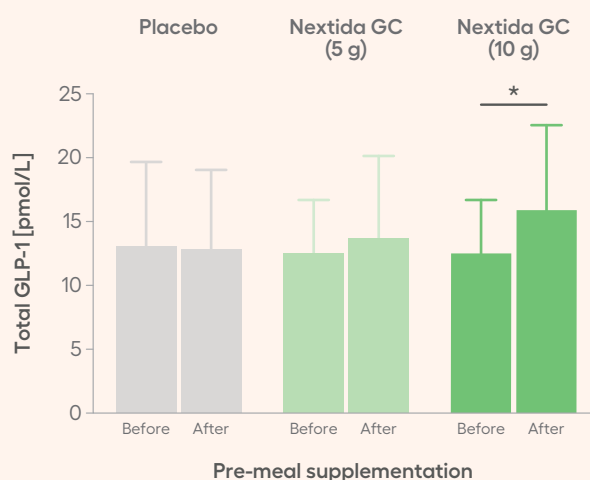


## Fast facts:

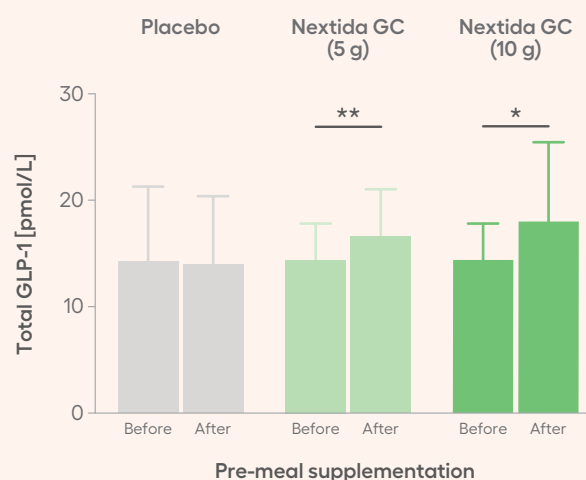
### The clinical trial set up

- The clinical trial was conducted in an overall healthy heterogeneous population comprising a mix of normoglycemic and prediabetic participants.
- Participants were given a 5- or 10 grams dose of Nextida GC prior to eating a meal.

### A) Nextida GC naturally triggered GLP-1 secretion in a healthy heterogeneous population (normoglycemic and with imbalanced glucose metabolism)



### B) Nextida GC naturally triggered GLP-1 secretion in a healthy homogeneous population (with imbalanced glucose metabolism)



**Figure 1:** Nextida GC naturally triggered GLP-1 secretion in A) a healthy heterogeneous population (normoglycemic and with imbalanced glucose metabolism, i.e., prediabetic) and B) a healthy homogeneous population (with imbalanced glucose metabolism). GLP-1 levels before and after oral supplementation of placebo or Nextida GC are shown. \*  $p < 0.05$ , \*\*  $P < 0.01$ .

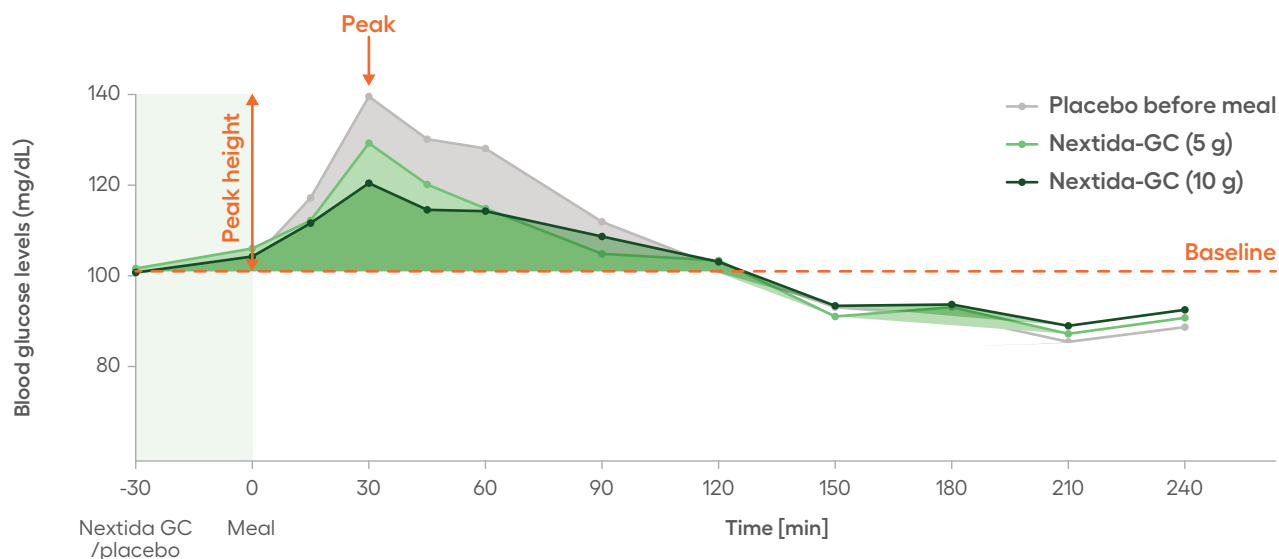


## 2. Lowered the blood glucose spike

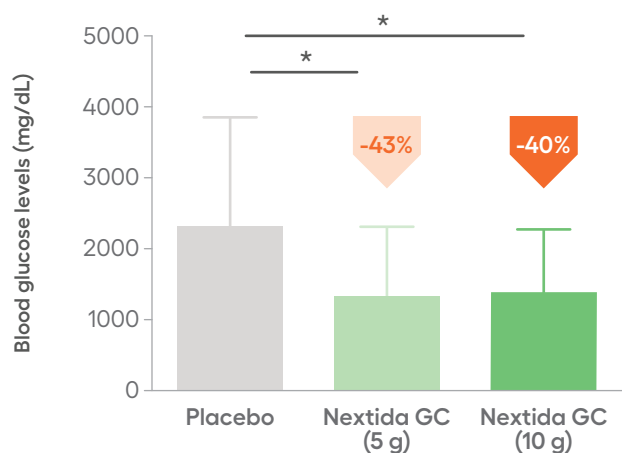
Oral intake of Nextida GC 30 minutes before eating, significantly lowered the post-meal glucose spike.<sup>30</sup>

These findings demonstrate the potential of the supplement in supporting glucose control and helping consumers avoid destabilizing sugar crashes and their associated consequences such as cravings, overeating and fatigue.

A) Glucose levels before and after a meal in a healthy population (normoglycemic and imbalanced glucose metabolism)



B) Nextida GC lowered the glucose spike



C) Nextida GC reduced the height of the glucose peak

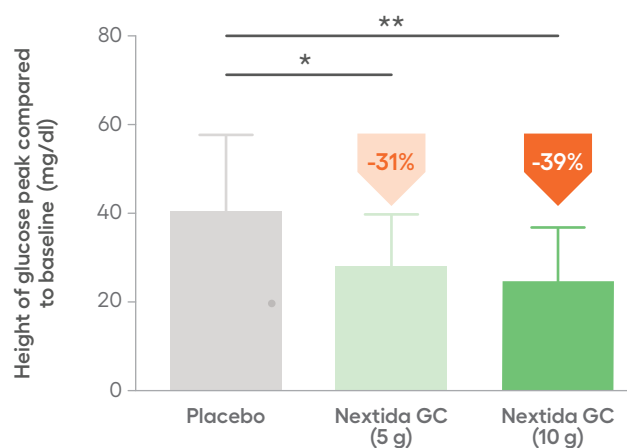


Figure 2: Oral supplementation with either 5- or 10-grams of Nextida GC 30 minutes before a complex meal (110 g white toast, 20 g butter and 43 g strawberry jam) \*p<0.05, \*\*p<0.01 lowered the blood glucose spike (iAUC 0-180 min) and the glucose peak in a healthy population (A, B and C).

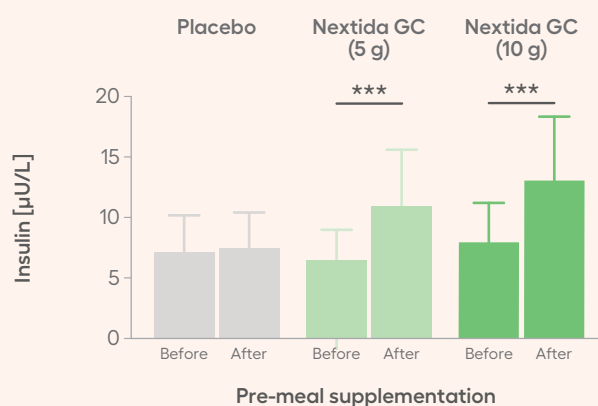
### 3. Improved insulin response

Supplementation with Nextida GC was shown to help prime the body's metabolic response.

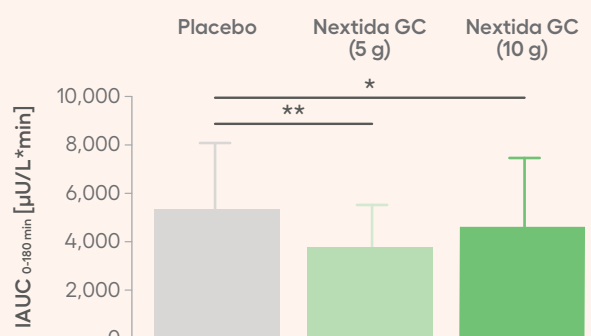
Pre-meal insulin levels increased significantly following oral supplementation with Nextida GC, while post-meal insulin levels were lower than the placebo group.<sup>31</sup>

This response allows the body to react more efficiently to the glucose introduced by the meal and lower the subsequent spike without the need for excessive insulin production.

A) Nextida GC intake increased pre-meal insulin levels



B) Nextida GC intake decreased post-meal insulin levels



**Figure 3:** A) Before the meal, 5- and 10 grams of Nextida GC supplementation triggered a small but significant insulin increase compared to placebo. B) Post-meal, the insulin levels of individuals that took Nextida GC 30 minutes before the meal were lowered than compared to the placebo. \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ .

#### Claiming on pack with Nextida GC!

Rousselot's scientific study provides substantiation for potential structure/function claims in the US\*, for example:

- Helps support healthy postprandial blood glucose levels
- Helps reduce after-meal blood sugar spikes

\*Always seek regulatory advice before making claims. Users of this document should consider this data only as a supplement to other information gathered by them and must make independent determinations of suitability and completeness of information from all sources. For claiming possibilities outside the US, please consult your country/regional legislation.

#### Learn more about the science behind Nextida GC

Nextida GC is a new hero ingredient for the supplement industry, which aims to boost GLP-1 secretion and reduce post-meal blood glucose spikes in healthy individuals.

Dive deeper into the science.

Scan the QR code to download.



# Nextida GC: A new champion that targets metabolic wellness

## Unique solution. Unmatched potential

Providing targeted health benefits that go beyond the known structural benefits of collagen.



Specifically developed to target post-meal glucose spikes and boost GLP-1 secretion



Collagen-derived ingredient



Immediately measurable effects following a meal



Effectiveness investigated in a clinical trial<sup>30</sup>



Meets EU & US standards



Proven safety and tolerability<sup>32</sup>



A natural, upcycled ingredient

## Unlock your next formulation with Nextida GC

Safe, versatile and robust, Nextida GC can be **seamlessly integrated** into a **variety of applications** from powders to shots and gels. The result? A hassle-free, hero ingredient ideal for a wide range of dietary supplement products.

Achieve formulation freedom with:

- Instant hot and cold-water solubility
- A neutral taste and odor
- Temperature, pH and shelf-life stability
- A pure protein ingredient (sugar- and fat-free)
- Easy blend properties

## Complete your product's story with Nextida GC

The right branding makes all the difference. Discover everything you need to differentiate your next supplement innovation through Rousselot's **co-branding** program.

Get access to:

- The Nextida GC logo for use on product packaging
- A one-of-a-kind, evidence-based hero ingredient made to perform
- In-depth marketing materials with comprehensive scientific referencing and study data

Contact our experts for more information  
Visit [nextida.com](https://nextida.com)

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# At Rousselot, we know collagen.

With 130 years of experience pioneering science-backed solutions, Rousselot is a trusted world leader in collagen-based solutions. Today, we have taken our understanding of the collagen molecule a step further, decoding collagen's hidden messages to identify previously unknown health benefits, and open new market opportunities.

**nextida·GC**

Whatever product development project you have in mind, we're here to support your vision with:



Transparency



Full traceability



High standards  
of quality and safety



Committed to the  
environment and  
to our clients



Global support  
and expert advice

## Your Rousselot sales contact information

## About Rousselot Health & Nutrition

As Rousselot's strategic segment dedicated to health and nutrition, we are committed to developing innovative ingredients answering today's demand for solutions offering proven efficacy, full safety, and premium quality.

Our customers can rely on best-in-class products backed by trusted science, as well as on our expert support in formulation, product development, and regulatory advice. Our range of products includes Peptan®, Peptinex®, ProTake®, Colartix® and now Nextida™ for a healthier tomorrow.

**in** Rousselot  
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