

# 30%

FEWER CALORIES — YOUR CORE BUYER — BECAUSE OF A DRUG

Your customer isn't  
skipping breakfast.

They're skipping food.

GLP-1 drugs have entered the breakfast occasion.  
Kellogg's hasn't.

THE SIGNAL

# Ozempic ate your market.

**20–30%**

fewer calories  
consumed daily

**35–65**

age of fastest-  
growing cohort

**9 / 10**

near-certainty  
rating, 1k sims

Semaglutide (Ozempic) and tirzepatide (Mounjaro) suppress appetite signals and delay stomach emptying. Users skip meals entirely — not occasionally. Routinely.

The fastest-growing user demographic is adults 35–65.  
That is Kellogg's primary buyer in urban India.

*"GLP-1 agonists suppress appetite and reduce meal frequency in millions of users. As adoption scales to preventive use, daily breakfast consumption will fragment."*

STRATEGIC IMPLICATIONS

# The breakfast occasion is dying. Cornflakes with it.

## 01 VOLUME

Users eating 30% less = 30% less purchased. Revenue shrinks before a single competitor makes a move.

## 02 OCCASION

Breakfast is no longer a fixed ritual. It's biometric. It's optional. The pour-and-eat moment is fragmenting.

## 03 POSITIONING

Kellogg's 'healthy breakfast' equity is built on a meal category urban India is actively deprioritising.

## 88% NEAR-CERTAIN · 2028

Precision fermentation captures 60% of quick-commerce breakfast by 2028 — traditional supply chains collapse.



# If breakfast is optional — what is Kellogg's for?

The category isn't just shrinking.  
The ritual is dissolving.

## Langoor POV:

Kellogg's needs to stop selling breakfast  
and start selling a reason to eat.

That's a brand strategy problem —  
not a packaging or media spend problem.

**What would you rebuild first? ↓**