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**Ohio Restaurant & Hospitality Alliance and Ohio State Extension Release New Research
on the Impact of GLP-1 Medications on Restaurant Dining Trends**

Study provides insights into how changing consumer behaviors are reshaping the restaurant industry

COLUMBUS, Ohio – As the use of GLP-1 medications continue to grow across the United States, the [Ohio Restaurant & Hospitality Alliance](#) (ORHA), through its Heroes of Hospitality program, has partnered with Ohio State University Extension to better understand how these appetite reducing drugs are influencing dining behaviors and consumer preferences.

The new study, *The Future of Dining as GLP-1 Medication Use Expands*, surveyed 923 national and mid-western individuals along with gaining insights from Ohio restaurant operator perspectives to examine shifts in dining behavior, menu preferences and restaurant spending among current and former GLP-1 users.

“GLP-1 medications are changing the way people eat, but not why they love restaurants,” said Andy Piccolantonio, Chief Growth Officer at the Ohio Restaurant & Hospitality Alliance. “The opportunity for our industry is to understand these shifts, adapt and give guests more ways to keep enjoying the restaurant and hospitality experience.”

Key findings from the consumer research include:

- **23%** of American households report having at least one member using a GLP-1 medication, while **13%** of non-users say they are likely to begin using one in the future.
- **66%** of current and former GLP-1 users reported reducing restaurant spending after starting the medication, with the largest decline occurring during the first year of use.
- **46%** of GLP-1 users report removing alcohol from meal orders, while desserts and sugar-sweetened beverages are among the items most frequently skipped.
- **47%** of GLP-1 diners report adding an appetizer or side to share, suggesting demand may be shifting toward smaller portions and shareable menu items.
- **60%** of GLP-1 users say they are more likely to choose a restaurant that offers menu options supporting their dietary goals.
- **38%** of GLP-1 users say they would dine out more often if more restaurants offered choices tailored to their dietary needs.

Importantly, the research found that dining out remains a highly social activity for GLP-1 users. Among respondents using the medications, a restaurant's social atmosphere was identified as the most attractive feature when choosing where to dine.

The study also surveyed Ohio restaurant operators to better understand what they are seeing in their businesses. Among those surveyed:

- **41%** attribute lower food and alcohol sales, at least in part, to increased GLP-1 use among consumers.
- Approximately **40%** report increased demand for smaller portions and more requests to split entrées.
- **21%** have received direct guest feedback about how GLP-1 medications affect their dining experience.
- Only **9%** currently highlight GLP-1-friendly menu options.

“The findings suggest that restaurants may be able to maintain guest traffic and revenue by offering greater flexibility through portion sizes, shareable dishes and clearly identified menu options,” said Dr. Brian Roe, Van Buren Professor in the Department of Agricultural, Environmental and Development Economics at The Ohio State University and lead researcher on the project. “Consumers taking GLP-1 medications still value the social experience of dining out, but they are making different choices once they arrive.”

The research indicates that restaurants that adapt to evolving consumer preferences may be better positioned to meet changing demand while continuing to create memorable dining experiences.

The study was conducted by Ohio State Extension from February-March 2026 and surveyed 923 current, former and non-GLP-1 users across the United States, including consumers in the Midwest. The research was supported by members of the ORHA Heroes of Hospitality program.

To learn more about the study and receive future updates, visit EatDrinkOhio.org.

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About the Ohio Restaurant & Hospitality Alliance

For more than a century, the Ohio Restaurant & Hospitality Alliance has proudly served Ohio's restaurant, food service and hospitality industry. Focused on uniting Ohio's hospitality community and founded on thought leadership, the Alliance provides sound business solutions for members through advocacy, education, events and select products & services. For more information, visit eatdrinkohio.org.

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