nextida·GC



Marketing

Glucose control and GLP-1: Explore new market frontiers

nextida.com

Rousselot
by Darling Ingredients





Contents

Ready to tap into the growing market for glucose control and GLP-1 solutions? 4

GLP-1: Putting the brakes on the glucose rollercoaster 5

Consumer profile: who has the most to gain from metabolic support? 6

Discover the science behind Nextida® GC 7

From lab to life: Nextida® GC consumer study 10

Nextida® GC: A new champion that targets metabolic wellness 11

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:

A booming market

for diabetic/blood sugar management supplements

+265%

US sales year-on-year (Aug 2024 - Aug 2025).[1]

Double-digit growth

For new supplement product launches featuring a GLP-1* positioning

+26.0%

(Global , 2021-2025)
*GLP-1 includes: GLP-1, Glucose/Blood sugar control & Metabolic Health.[2]

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.[3]

The factors fueling demand

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

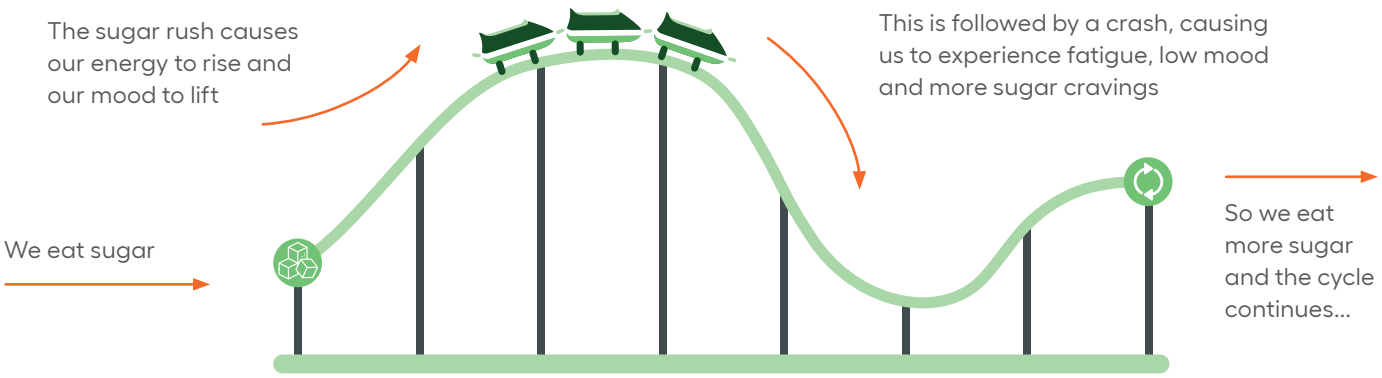
- An **aging population**[4]
- Advanced awareness of **metabolic health**[4,5]
- A maturing **preventative health** market[4,5]
- A growing preference for **natural ingredients**[6]
- Rising interest in **personalized nutrition**[4]
- Booming **wearable health tracker** sales[5,7,8]

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.[9-12]

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.[9] These findings are significant, particularly when paired with further research demonstrating the health problems that can arise if blood glucose spikes become too high or too frequent.[13]

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

- Fatigue[10,11]
- Mood and sleep disturbances[12,14]
- Food cravings, hunger and overeating[15-18]
- Stress[19]

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.[20,21]

It also enhances pancreatic insulin secretion, thereby playing a key role in blood glucose management.[22]

Consumer profile: who has the most to gain from metabolic support?

The Transitioner

Healthy consumers transitioning from GLP-1 medications.

Key needs:

- Maintaining progress
- Appetite control and satiety
- Glucose control
- Weight management



of GLP-1 therapy users discontinue treatment within the first year.[3]

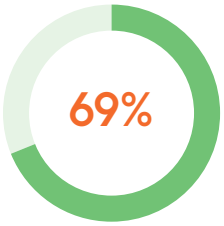


The Natural Optimizer

Consumers seeking to boost their metabolic balance naturally.

Key needs:

- Appetite control and satiety
- Balanced glucose levels
- Weight management
- Sustained energy



of global consumers would be interested in purchasing a food or beverage that naturally stimulates GLP-1.[4]

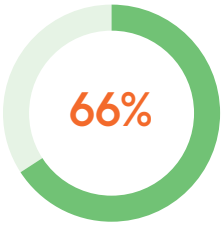


The Metabolic Enthusiast

Consumers highly interested in metabolic health and preventive wellness.

Key needs:

- Metabolic balance
- Glucose control
- Sustained energy
- Overall healthy weight and lifestyle support



of global consumers say they understand metabolic health and recognize its link to overall well-being and its impact on weight and energy levels.[5]



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 and GIP secretion

Both studies showed a statistically significant increase in post-meal GLP-1 levels in the overall healthy population.[26,27]

When focusing on the pre-diabetic population in the pilot study, both the 5 g and 10 g doses triggered a significant increase in GLP-1 secretion.

GIP, another incretin hormone involved in metabolic regulation, showed a statistically significant increase at 5 g in the pilot study and at 10 g in both studies.

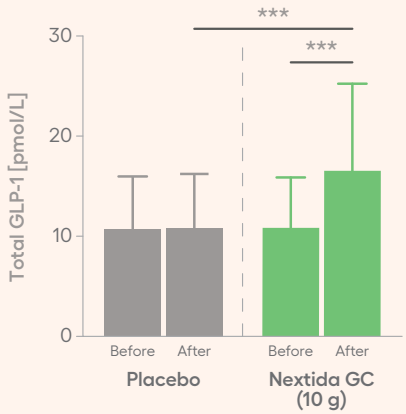


Fast facts:
The clinical trial methodology

- Two double-blind, placebo-controlled clinical trials (pilot and confirmation study) were conducted in a heterogeneous, overall healthy population comprising a mix of normoglycemic and pre-diabetic participants.
- Participants received Nextida GC prior to eating a meal (5 g and 10 g in the pilot study, and 10 g in the confirmation study).

Pilot study

A) Nextida GC naturally triggered GLP-1 secretion in a healthy population



Confirmation study

B) Nextida GC naturally triggered GIP secretion in a healthy population

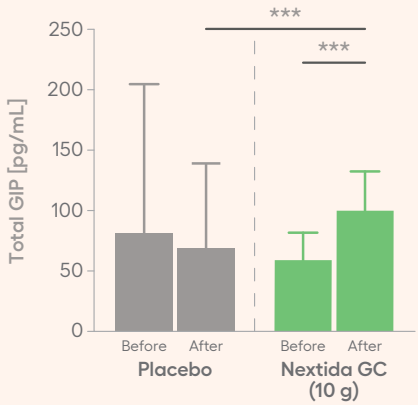


Figure 1: Effect of Nextida GC on incretin hormone secretion. (A) GLP-1 secretion. Nextida GC significantly increased post-meal GLP-1 levels following a 10 g dose in healthy participants, with both the 5 g and 10 g doses increasing GLP-1 secretion in the pre-diabetic subgroup. (B) GIP secretion. Nextida GC significantly increased post-meal GIP secretion at 10 g in both studies, with a significant increase already observed at 5 g in the pilot study. *** ($p < 0.001$).

For more details on the pilot and confirmation study, refer to the Science brochure or Nextida.com

This demonstrates that Nextida GC acted as a dual incretin stimulator, inducing secretion of both GLP-1 and GIP to support the body's natural incretin effect.

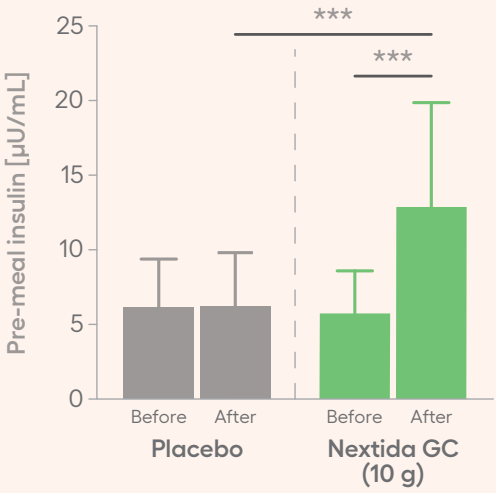
2. Improved insulin response

Nextida® GC primed the insulin response before the meal, while reducing post-meal insulin levels.[26,27]

A 10 g dose of Nextida GC taken before a carbohydrate-rich meal significantly stimulated insulin secretion during the pre-meal phase while significantly reducing post-meal insulin levels compared with placebo (Figure 2). The pilot study demonstrated the same significant effect with the lower 5 g dose of Nextida GC. Together, this indicated an improved insulin response after Nextida GC intake.

Pilot study

A) Nextida GC significantly stimulated insulin secretion during the pre-meal phase



Confirmation study

B) Nextida GC significantly lowered post-meal insulin levels

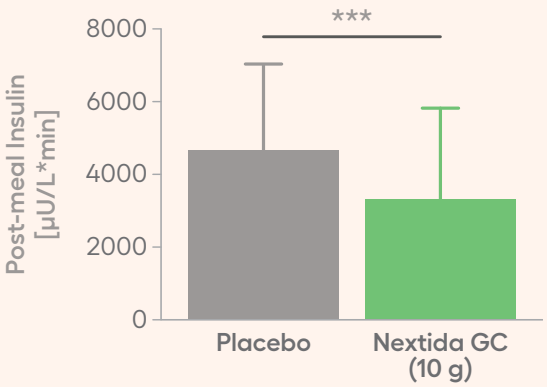


Figure 2: Nextida GC significantly increased insulin secretion during the pre-meal phase in both the pilot (A) and confirmatory (B) studies. A similar effect was observed with the 5 g dose in the pilot study. *** ($p < 0.001$).

For more details on the pilot and confirmatory study, refer to the Science brochure or Nextida.com

The increase in GLP-1, GIP and insulin levels before the meal is also known as the priming effect. Nextida GC is preparing the body for the incoming nutrients to avoid a sudden reaction (spike) after the meal.

3. Lowered the blood glucose spike

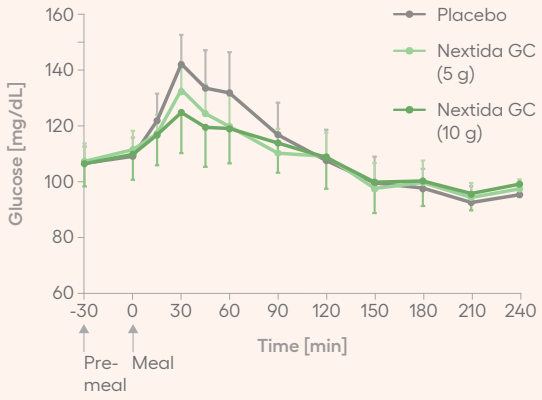
Oral intake of Nextida® GC 30 minutes before eating significantly lowered the post-meal glucose spike.[26-28]

The priming effect of Nextida GC was evidenced by the significant reduction in the post-meal glucose spike after 5 or 10 g Nextida GC supplementation 30 minutes before the meal (Figure 3).

Nextida GC demonstrated the ability to lower the post-meal glucose spike without increasing post-meal insulin levels.

Pilot study

A) Nextida GC reduced the post-meal glucose levels



Confirmation study

B) Nextida GC reduced the post-meal glucose levels

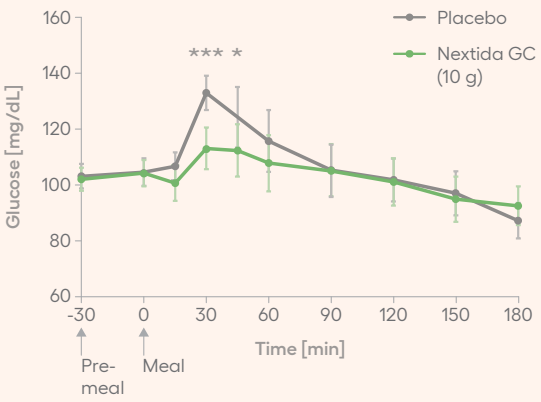


Figure 3: Nextida GC reduced the postprandial glucose spike when taken 30 min before the meal in two separate clinical trials. Pilot (A) and Confirmation (B). * ($p < 0.05$); ** ($p < 0.01$); *** ($p < 0.001$).

For more details on the pilot and confirmatory study, refer to the Science brochure or Nextida.com

The glucose lowering effect of Nextida GC was also observed in the glucose peak (maximum concentration of glucose in the blood) and the glucose spike, which were significantly reduced compared to placebo in both studies.

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.

From lab to life: Nextida® GC consumer study

A 2026 US consumer study ran by Ipsos for Rousselot, tested the consumer experience of taking 5 g of Nextida GC twice a day before a meal for 6 weeks. Benefits experienced by participants:

55% Weight loss

80% Feeling fuller for longer

77% Less overeating

77% Cravings reduction

73% Steady energy throughout the day

73% Prevented against an energy "crash" after snacking or meals

75% Feeling more in control of own eating

% of respondents who answered that Nextida GC supplementation helped them to: E.g. "Nextida GC helped me lose weight" or "Nextida GC helped me feel fuller for longer". N=181 participants

This information is intended for B2B R&D and formulation purposes and does not constitute a consumer-facing claim.

Beyond clinical data, real-world results speak for themselves. Nextida GC supplementation was observed to actively support a more balanced lifestyle, with profound implications for long-term metabolic balance.

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 post-meal 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.

- Developed to target post-meal glucose spikes and boost GLP-1 secretion
- Collagen-derived ingredient with specific peptide composition
- Effectiveness investigated in clinical trials[28]
- Immediately measurable effects following a meal
- Proven safety and tolerability[29]
- Meets EU & US standards
- Patented ingredient
- 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

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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.

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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

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.

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