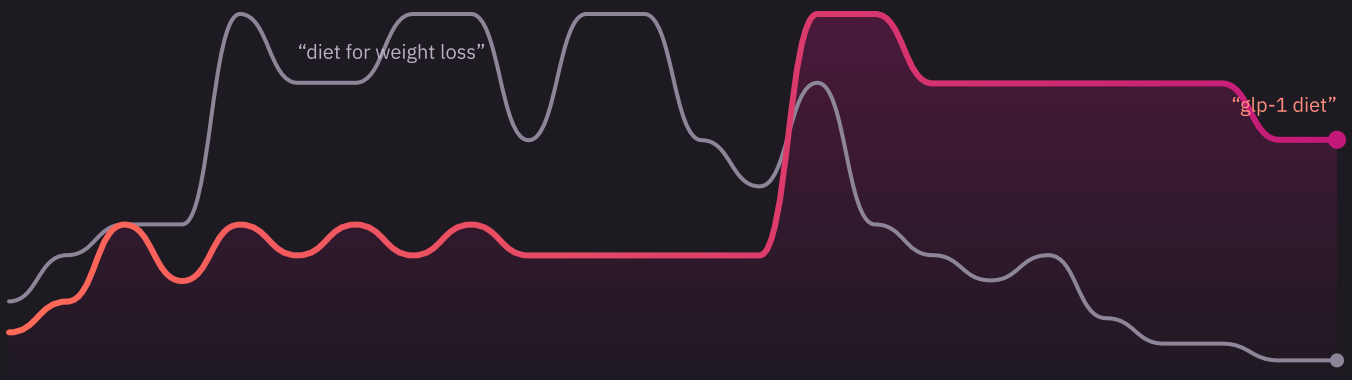
tomorrow&
by Schieber Research

FREE PREVIEW · FALL 2026 · UNITED STATES

Diet & nutrition: what's moving

We no longer diet for weight loss. In one year, Google searches in the US for "diet for weight loss" fell 53%, while searches for how to eat on a GLP-1 drug rose 58%.



THE WHY BEHIND WHAT'S NEXT

GOOGLE SEARCHES, US, BY MONTH · EACH LINE SCALED TO ITS OWN PEAK

SUMMARY

We no longer diet for *weight loss*

For twenty years a diet had one job: lose weight. That job is moving to the pharmacy. The diet gets a new job: the ones a drug can't do.

−53%

Google searches for “diet for weight loss”, in one year

+58%

Google searches for how to eat on a GLP-1 drug

1 From losing weight to managing a condition

Diets are chosen for a named condition rather than a number on the scale: blood pressure, blood sugar, fatty liver (DASH diet +93%, “diet for insulin resistance” +50%).

2 Eating on GLP-1: protein first, then fiber, then bone

People on GLP-1 drugs build a plate around what the drug can't protect: muscle first, then the gut, and now bone (“protein shake for glp-1” +326%; “glp-1 bone density” jumped in spring 2026 and stayed up).

3 Gut health: the general promise fades, the specific fixes grow

The general promise fades (“gut health diet” −30%) while named symptoms and plain, cheap fixes grow (bloating +15%, psyllium +67%), and probiotics sell less on Amazon.

4 Strict diets fade, food-first diets grow

Diets that cut a food group lose their newcomers (“beginners keto” −64%); diets built on what to add gain them (“beginners mediterranean diet” +31%).

5 Protein and fiber move into everyday foods

Protein and fiber leave the bar and the shake and move into yogurt, cottage cheese, pasta, coffee and soda.

SO WHAT

Sell the job, not the diet.

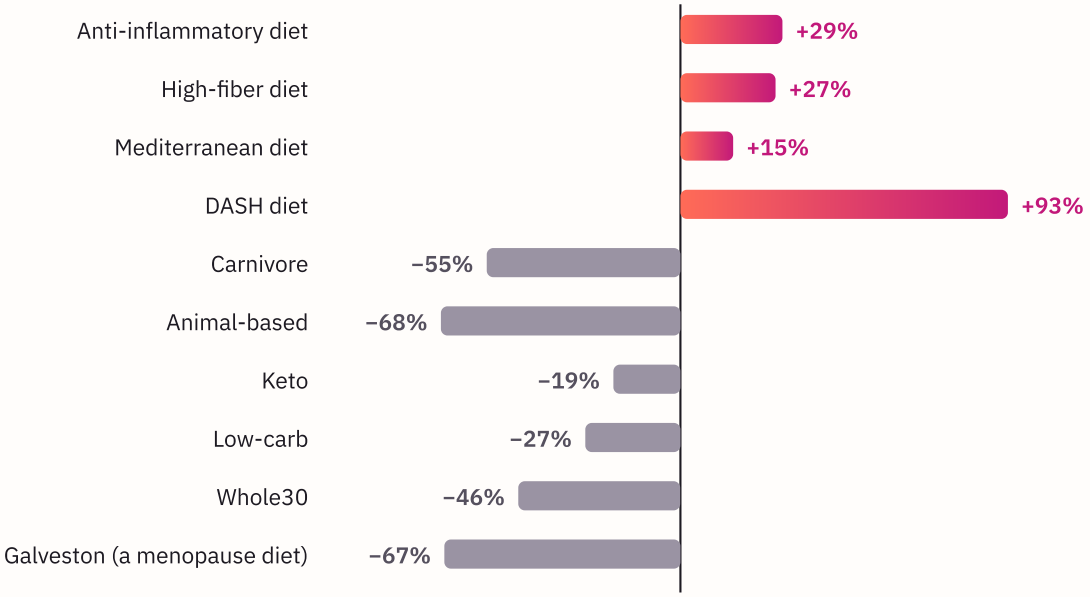
People are no longer joining a diet; they are solving a problem. The offers that fit 2027 name the problem in people's own words, put the fix in a food they already eat, and suit the life of someone on a GLP-1 drug or in midlife.

Google US and Reddit: Nov 2025–Oct 2026 vs the 12 months before. Amazon: sales vs a year ago.

04 Strict diets fade, food-first diets grow

The diets built on rules and exclusions are losing people, and newcomers in particular. The diets built on what to add are growing.

−64% “beginners keto” searches → **+31%** “beginners mediterranean diet” searches



Google searches, US: Nov 2025–Oct 2026 vs the 12 months before. Hatched bars: the search stepped up in one month, so read the direction, not the size.

Newcomers show it most: “beginners keto” −64% and “carnivore diet for beginners” −63%, while “beginners mediterranean diet” rose 31%. On Reddit, posts naming carnivore fell 47%, keto 41% and low-carb 32%, about twice as fast as posts in these communities overall (−21%). Posts naming anti-inflammatory eating held level (+6%) while the rest fell. On Amazon, keto snack searches fell 36% and keto snacks sell less than a year ago. Diet cookbooks sell less whatever the diet (keto, Mediterranean, DASH, anti-inflammatory), so books don't tell the diets apart.

The food fears of 2025 fade too: searches for seed oils fell 49%, beef tallow 44% and raw milk 17%; Reddit posts naming seed oils fell 45%.

“anything but eating fibers...”

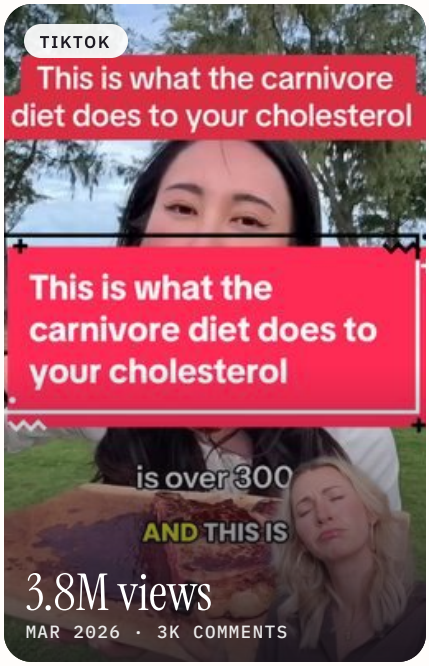
The top comment under a dietitian's carnivore video: the strict diet as the punchline.

TIKTOK COMMENT · 78,702 LIKES · MAR 2026 · UNDER A VIDEO WITH 3.8M VIEWS

SHIFT 4 OF 5 · SEEN IN

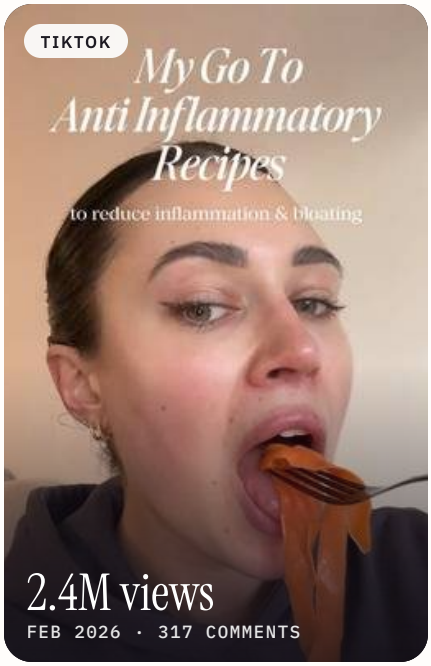
Strict diets fade, food-first diets grow

Where you can *see it*



@ABBEYSHARPRD · CREATOR (DIETITIAN)

Is a carnivore diet bad for your heart? This is what it can do to your cholesterol.



@LAURENSEALE__ · CREATOR

4 of my go to favourite anti inflammatory recipes & meals These allow me to actually enjoy this way of...



@MEXCOOKS · CREATOR

Mediterranean Bowl. Continuing with the bowls enjoyed every bit of this one! 10/10 Ingredients:- Salad...

IN THEIR WORDS

“I don't understand why these extreme diets appeal to people”

Fatigue with extreme diets.

TIKTOK COMMENT · 33,614 LIKES · MAR 2026

“I went off carnivore and mi heart health biomarkers improved”

Leaving a strict diet, with lab results as the reason.

R/CARNIVOREDIET · POST TITLE · 268 COMMENTS · OCT 2026

“decided to eat quit carnivore after 2 years and eat balanced”

Moving from rules to balance.

R/CARNIVOREDIET · POST TITLE · 130 COMMENTS · MAR 2026

“I almost quit keto because I got tired of being "the difficult one"”

The social cost of a strict diet.

R/KETO · POST TITLE · 75 COMMENTS · JUN 2026

TikTok videos from the top search results, views, comments and likes read 12 Nov 2026. Reddit post titles from the communities counted in this report. Quotes are verbatim; examples show the conversation, they are not a measure of it.

THE FULL REPORT

Diet & Nutrition *Snapshot*

Everything in this preview, taken to the level you can plan with.

QUESTIONS IT ANSWERS

Which conditions do people now diet for, and who is searching?

What goes on the GLP-1 plate after protein, and which new worry appeared in spring 2026?

Which gut words should a brand drop, and which plain words replace them?

Why is the processed-food alarm of 2025 cooling, and what do people search for instead?

WHAT'S INSIDE · 25 PAGES

01 **The story.** How the five shifts connect, and the needs underneath them.

02 **Five shifts in depth.** The numbers as charts, the videos and quotes where you can see it, what it might mean, what to offer, the words people use, and who to start with.

03 **Openings worth testing.** Seven of them: for whom, what to offer, in their words.

04 **The numbers behind it.** What TikTok is watching right now, Reddit year on year, which diet is discussed for what, and how people ask.

$1,250

Diet & Nutrition Snapshot · PDF, delivered on purchase · US data, Fall 2026

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Working on a different category, or a question of your own? We map any category the same way, around your question. Talk to us about a Category Map.

Not medical or nutrition advice. Diets, supplements and drugs are named as people search for them, for information only.

What it might mean
Beginner searches suggest an opening for familiar foods that make Mediterranean eating easier.

Worth checking
Track first-time buyers and repeat purchases alongside search interest before expanding a range.

Research and health disclaimers
This report provides market research and strategic interpretation based on information available at the date of publication. Product directions are opportunities to evaluate, not guarantees of demand or commercial success. Business decisions require further validation appropriate to the product and market. References to ingredients, products and consumer experiences do not constitute medical advice or establish safety or efficacy. Formulations and health claims require independent scientific and regulatory assessment.