

# Consumer Trends

## 2026 Mid-Year Report

**The New Consumer**

*Coefficient*  
Capital



# The New Consumer

- Launched in 2019 by longtime business journalist Dan Frommer
- Where consumer operators, founders, and investors get the real read on what's happening
- Original reporting, proprietary data, sharp analysis
- [newconsumer.com](https://newconsumer.com)

# Coefficient Capital

## Coefficient Capital

- Launched in 2018 to identify and invest behind the best ideas in consumer
- Leading venture and growth stage investments at the forefront of transformational consumer shifts
- Managing ~\$750 million in AUM
- [coefficientcap.com](https://coefficientcap.com)

# Coefficient Capital Portfolio

EXIT

**NOM NOM**

Personalized  
pet nutrition

EXIT

**JUST  
SPICES**

Cooking solutions for  
the new consumer

IPO / EXIT

THE ORIGINAL  
**OATLY!**

Global plant-based  
dairy leader

**MAGIC  
SPOON**

Low-carb  
breakfast innovator

**SESAME**

Direct-to-patient  
healthcare

**MILANO  
VICE**

Next-generation  
restaurant brand

EXIT

**lemme**

Innovative  
wellness brand

**kate farms**

Clinical  
nutritional formulas

**GORGIE**

Functional energy  
beverage company

**SAUZ**

Pasta sauce for the  
modern consumer

**STARSHIP**

Autonomous, robotic  
last-mile delivery

**zoe**

Science-backed  
personalized nutrition

**KoRe**

Healthy  
European snacking

**untamed**

Pantry fresh  
cat nutrition

**SINCERELY  
YOURS**

Skincare brand for  
the next generation

**TRIP**

Functional calming  
beverage company

# Consumer Trends Report

- We're back with new research on Optimizers, peptides, protein, AI, and more
- We look for profound changes in the consumer landscape and what matters most for the years ahead
- View the latest and our previous reports: [newconsumer.com/trends](https://newconsumer.com/trends)

# Consumer Trends Survey

- A big part of our research is our proprietary **Consumer Trends Survey**
- We've now conducted 16 surveys of 3,000+ US consumers, most recently in June 2026
- Powered by Toluna, “delivering real-time consumer insights at the speed of the on-demand economy” [tolunacorporate.com](https://tolunacorporate.com)

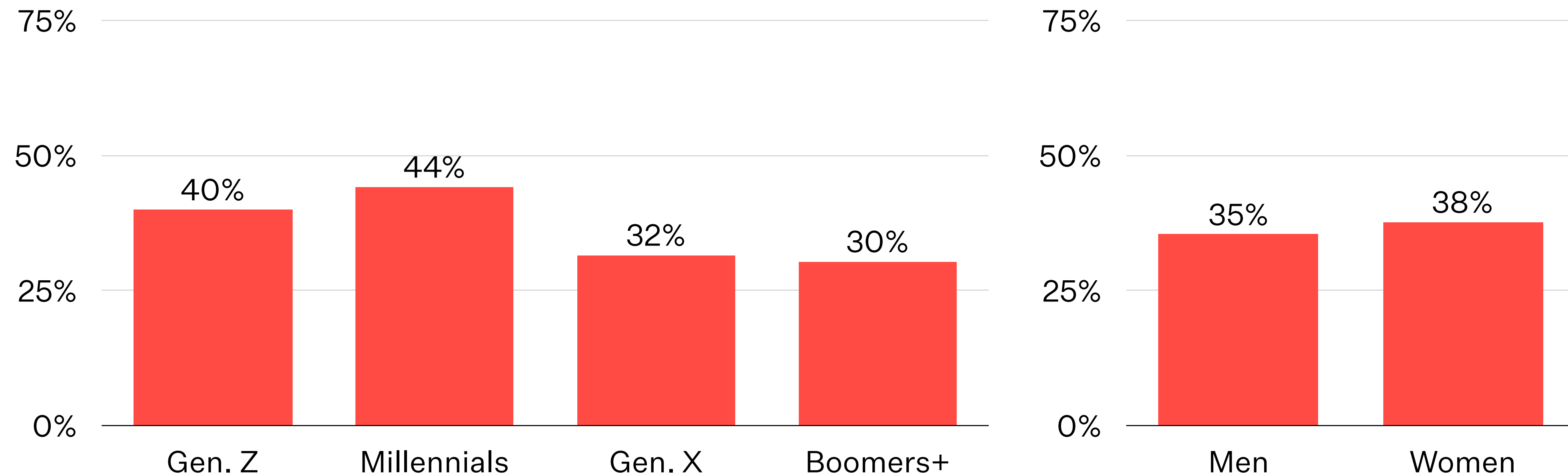
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## Meet the Optimizers:

A third of Americans say they're in “optimization mode” — trying to get an edge on life through healthier choices and smart shortcuts.

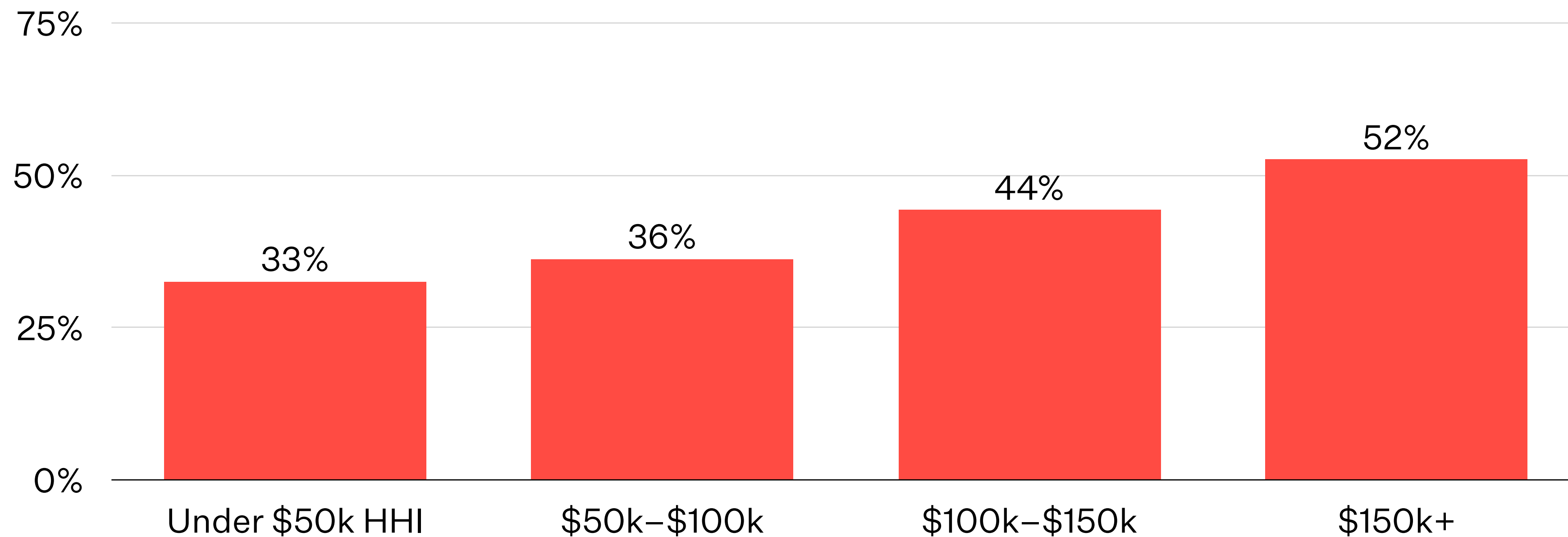
# 36% of Americans consider themselves in 'Optimization mode'

Percentage of 'Yes, definitely' responses: Would you say you're in 'Optimization mode' — actively making choices to improve your energy, appearance, and long-term health?



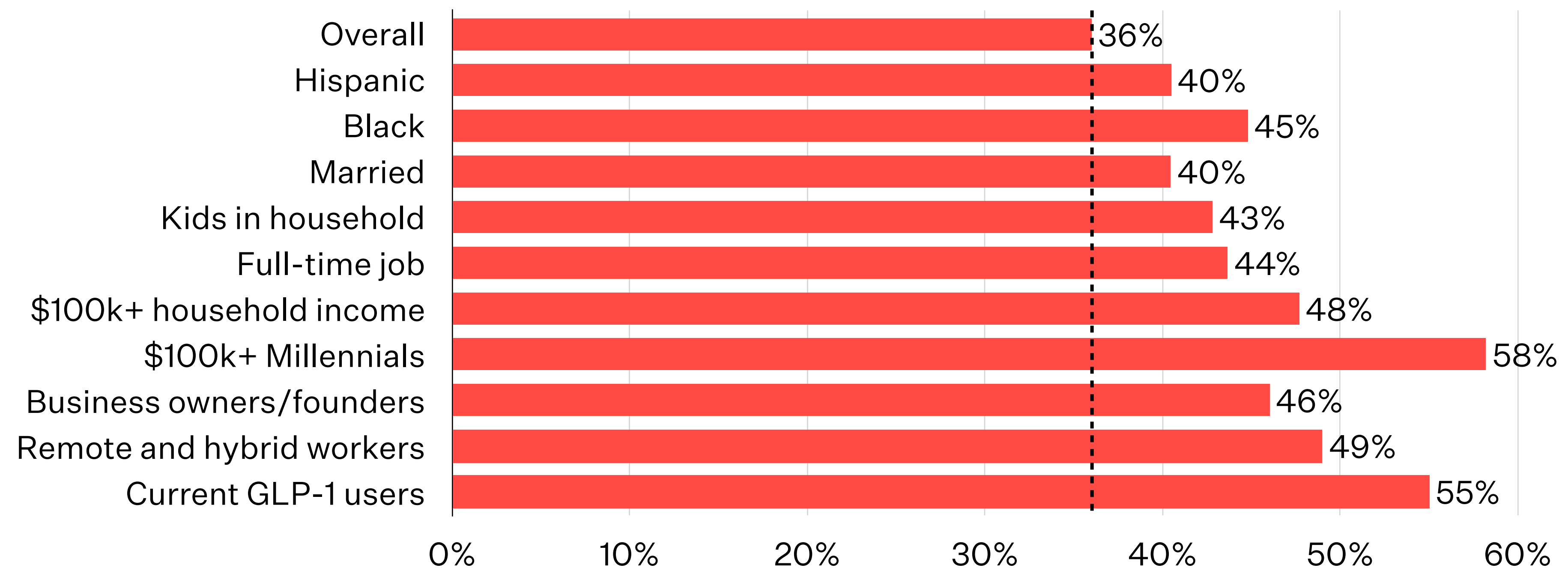
# Optimizers overindex among the affluent, but most aren't rich

Percentage of 'Yes, definitely' responses: Would you say you're in 'Optimization mode' — actively making choices to improve your energy, appearance, and long-term health?



# Optimizers overindex among parents, business owners, and remote workers

Percentage who select 'Yes, definitely': Would you say you're in 'optimization mode'?



# Optimizers are doing health things

Actively trying to get more protein in their diet

Optimizers

71%

1.6x

Everyone else

45%

Avoid ultraprocessed foods

Optimizers

49%

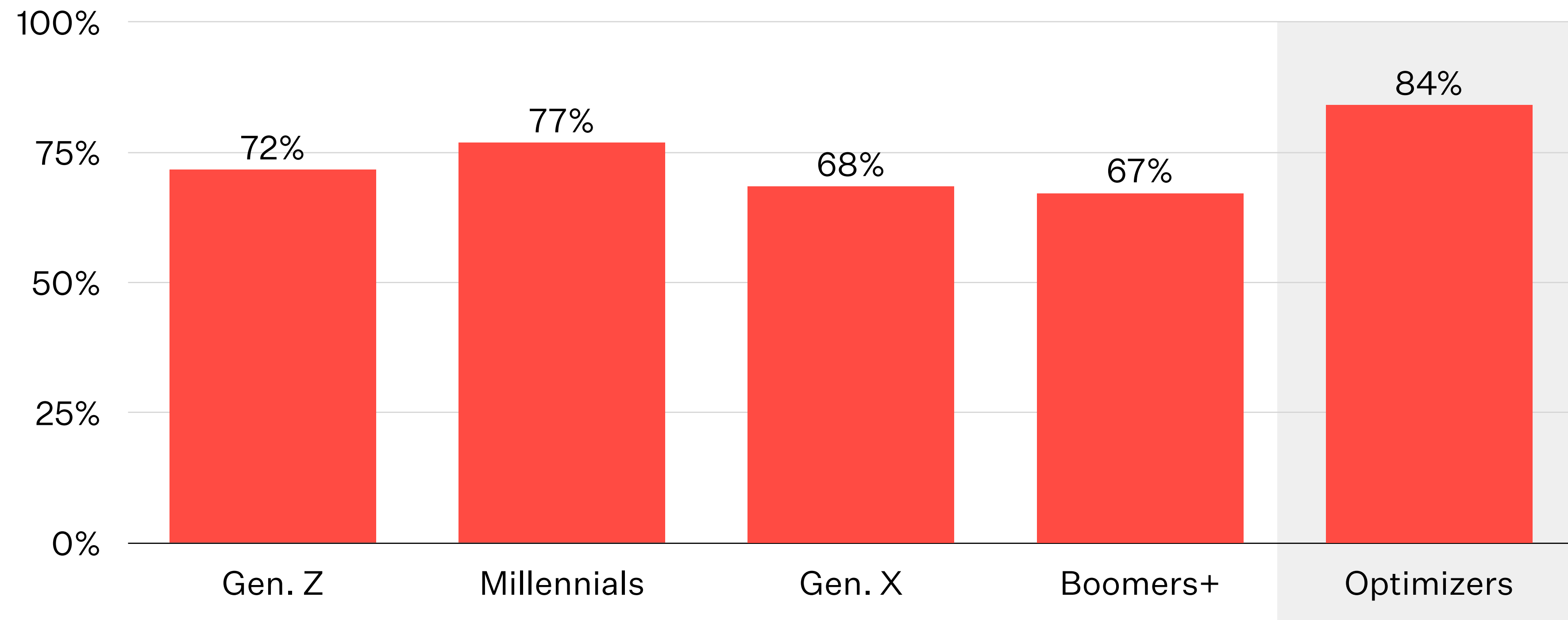
1.4x

Everyone else

36%

# Most Americans say being healthy and fit is one of today's biggest status symbols

Percentage who 'strongly' or 'somewhat' agree: Being healthy and fit is one of today's biggest status symbols



# Optimizers want to live longer

Exercise four or more days per week

Optimizers

54%

1.9x

Everyone else

28%

Consider themselves 'Actively trying to live longer'

Optimizers

84%

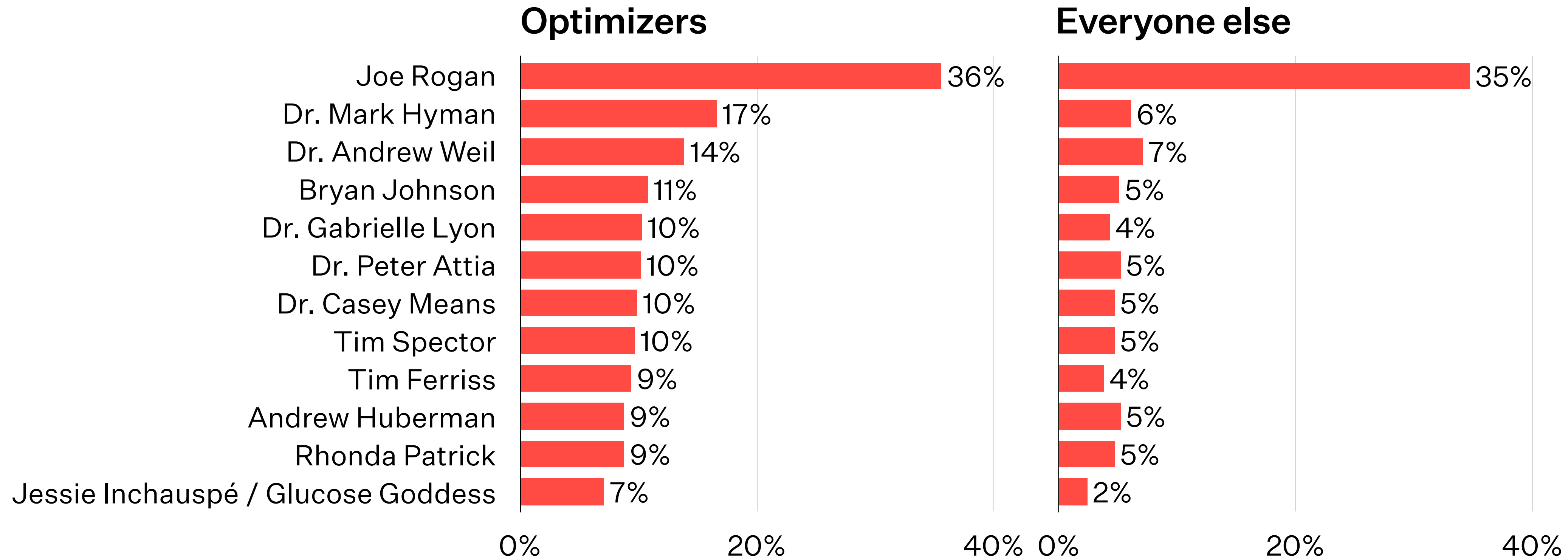
1.8x

Everyone else

45%

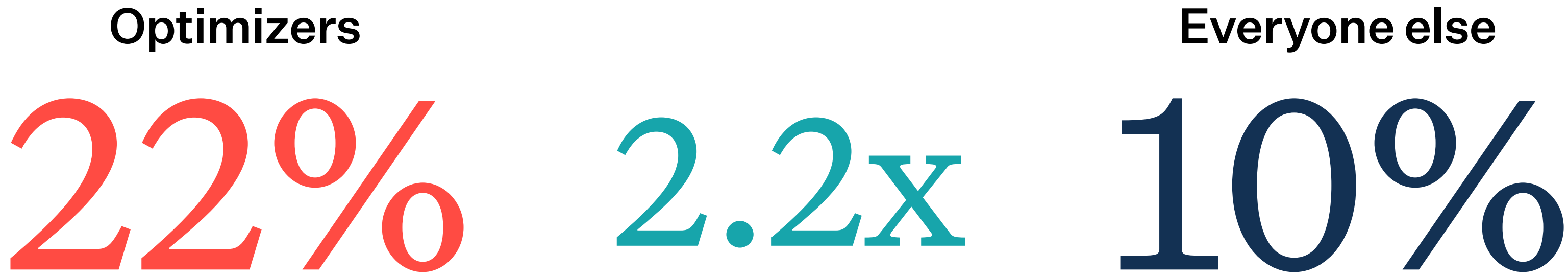
# Optimizers are 2x as likely to be aware of wellness influencers, and not just Huberman

## Percentage familiar with wellness creators and influencers



# Optimizers are taking GLP-1s

## Currently taking a GLP-1 medication



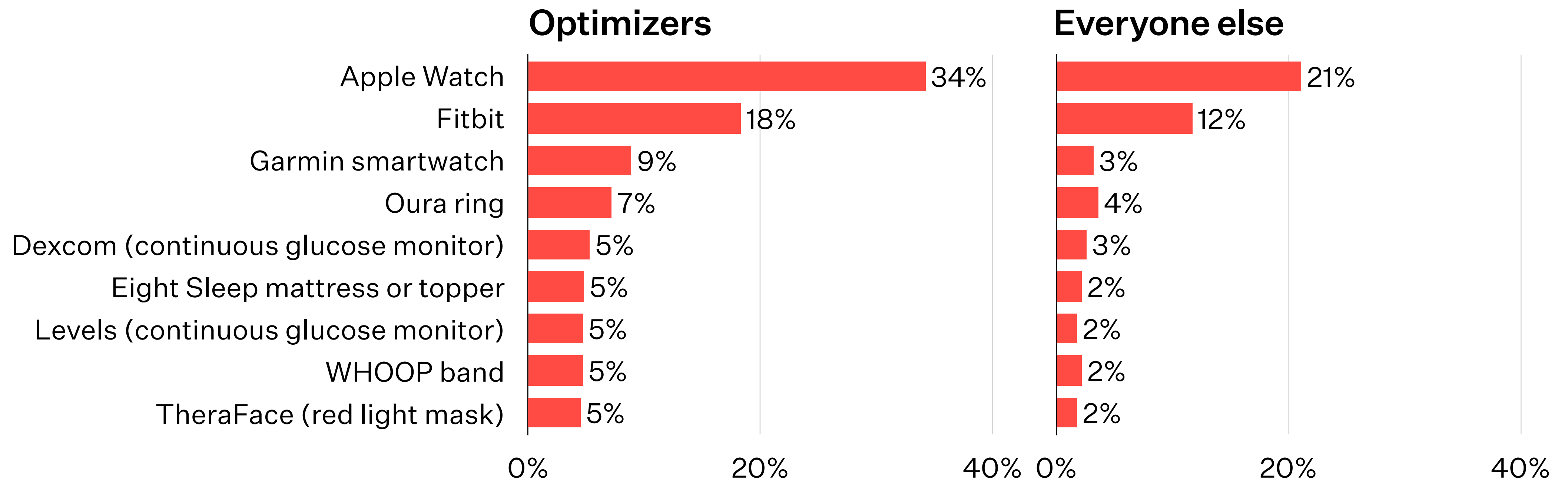
## Ever taken a GLP-1 medication



Data: The New Consumer and Coefficient Capital Consumer Trends Survey, powered by \*toluna (n=3508, weighted)  
Self-reported. GLP-1 medications include both injected and oral formats.

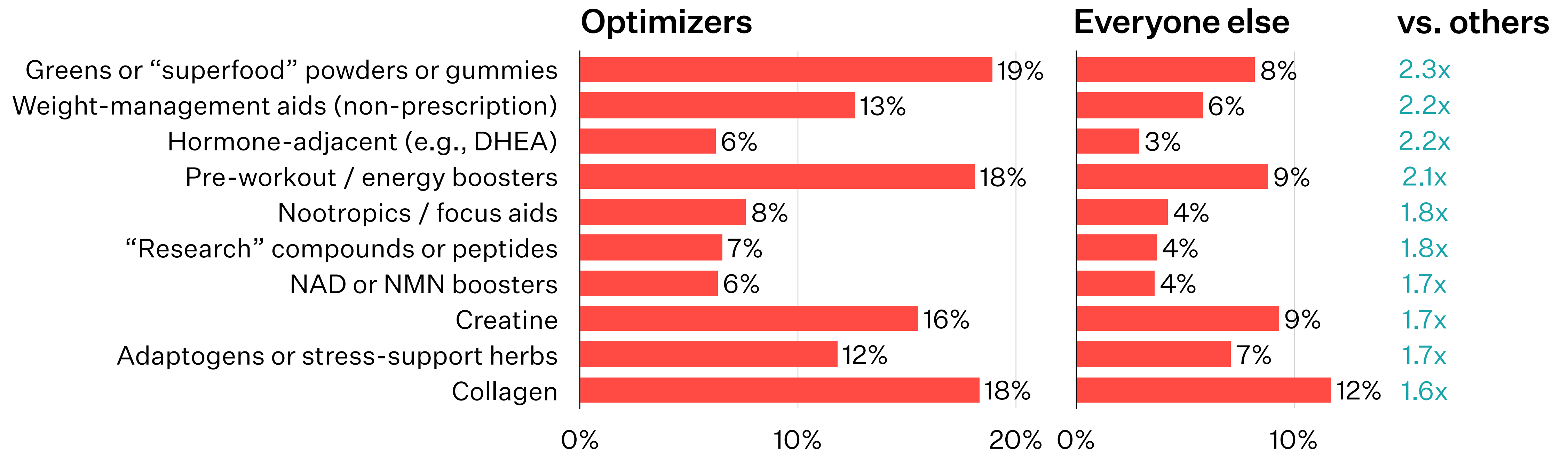
# Optimizers are 1.5x more likely to use a health or fitness tracker

Percentage of respondents who currently own or use each fitness tracking device



# Optimizers overindex on greens and performance supplements

Percentage of supplement users who currently take each type of supplement, vitamin, or wellness compound



# Optimizers spend on the body

Visited a sauna, steam room, or bathhouse in the past year

Optimizers

23%

1.8x

Everyone else

13%

Had a cosmetic procedure (Botox, fillers, etc.) in the past year

Optimizers

12%

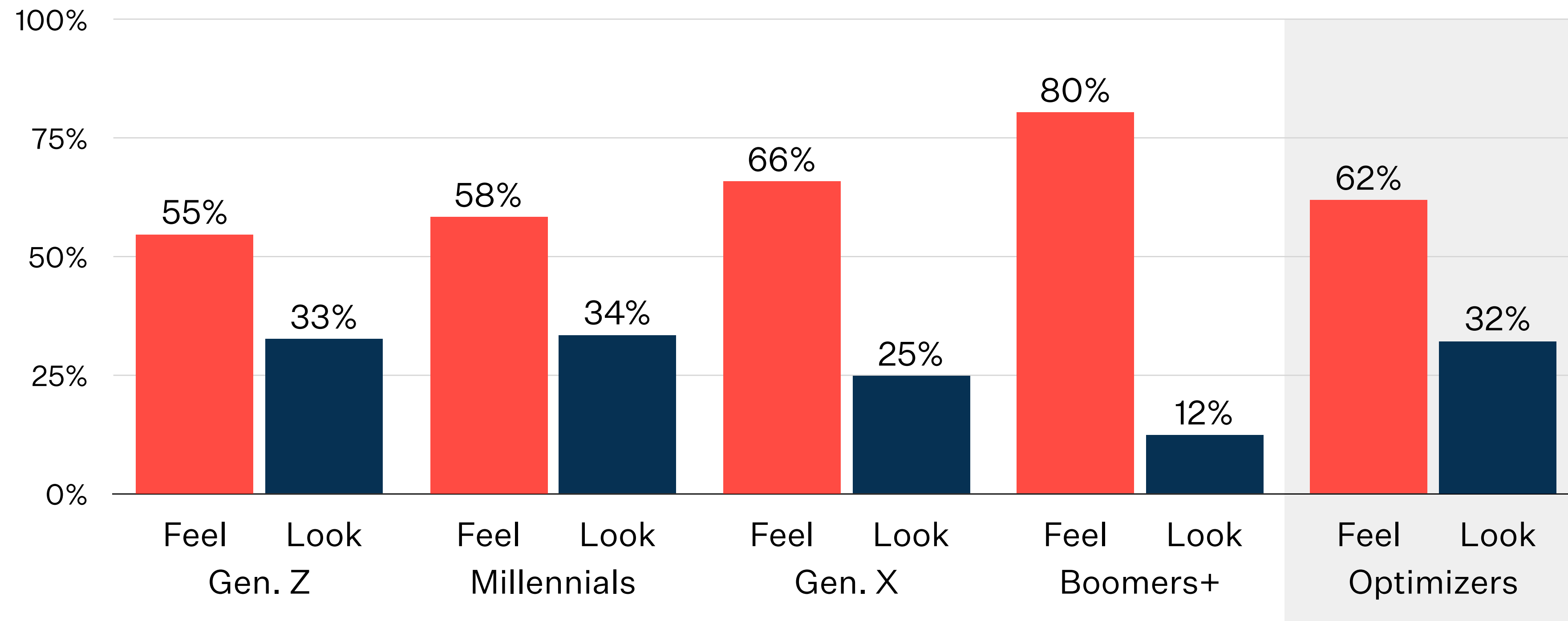
2x

Everyone else

6%

# More Optimizers would rather feel 10 years younger than look 10 years younger

Percentage of responses by generation: Would you rather look 10 years younger or feel 10 years younger?



# Optimizers use AI for more than chatting

Daily active user of ChatGPT, Claude, or Gemini

Optimizers

36%

1.8x

Everyone else

20%

Purchased a product they learned about from an AI tool

Optimizers

47%

1.9x

Everyone else

25%

# Optimizers chase the good stuff

Waited in line 30+ minutes for a specific food or restaurant

Optimizers

56%

1.9x

Everyone else

29%

Shopped at Whole Foods Market within the past year

Optimizers

25%

1.5x

Everyone else

17%

# Optimizers are pleasure-seekers, too

Drink alcohol multiple times per week (21+)

Optimizers

29%

1.4x

Everyone else

22%

Use cannabis more than once per week (21+)

Optimizers

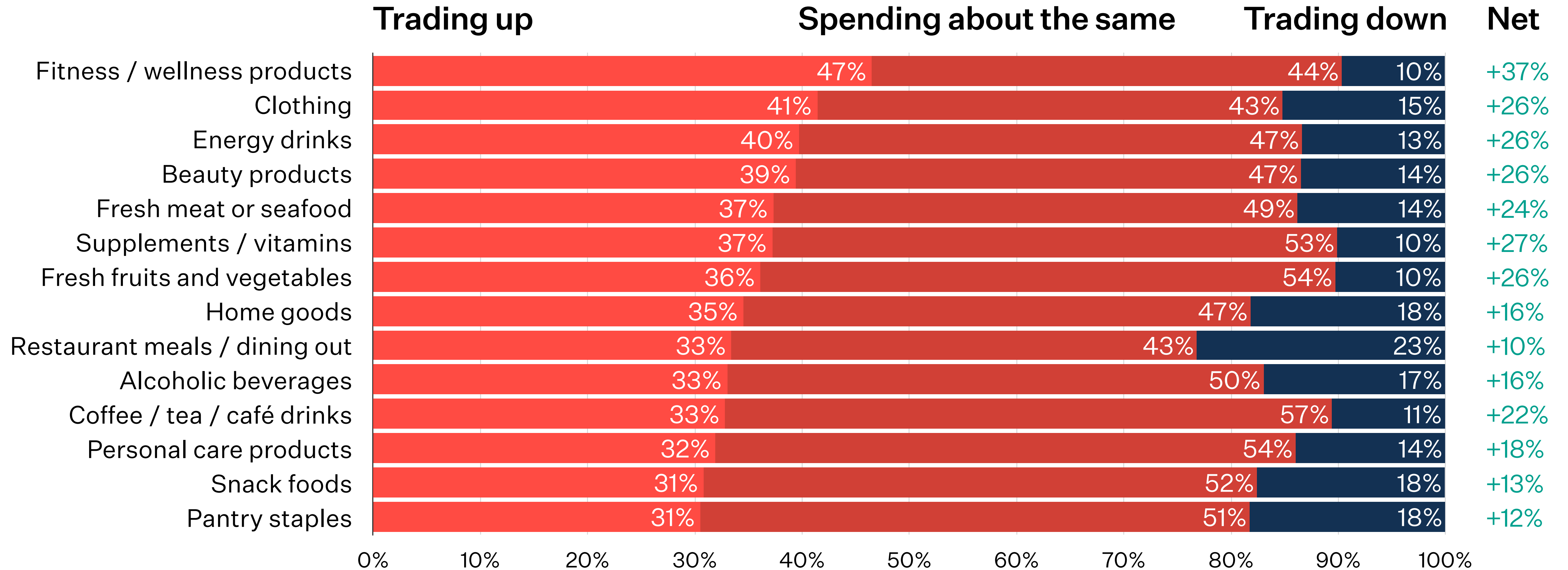
36%

1.7x

Everyone else

21%

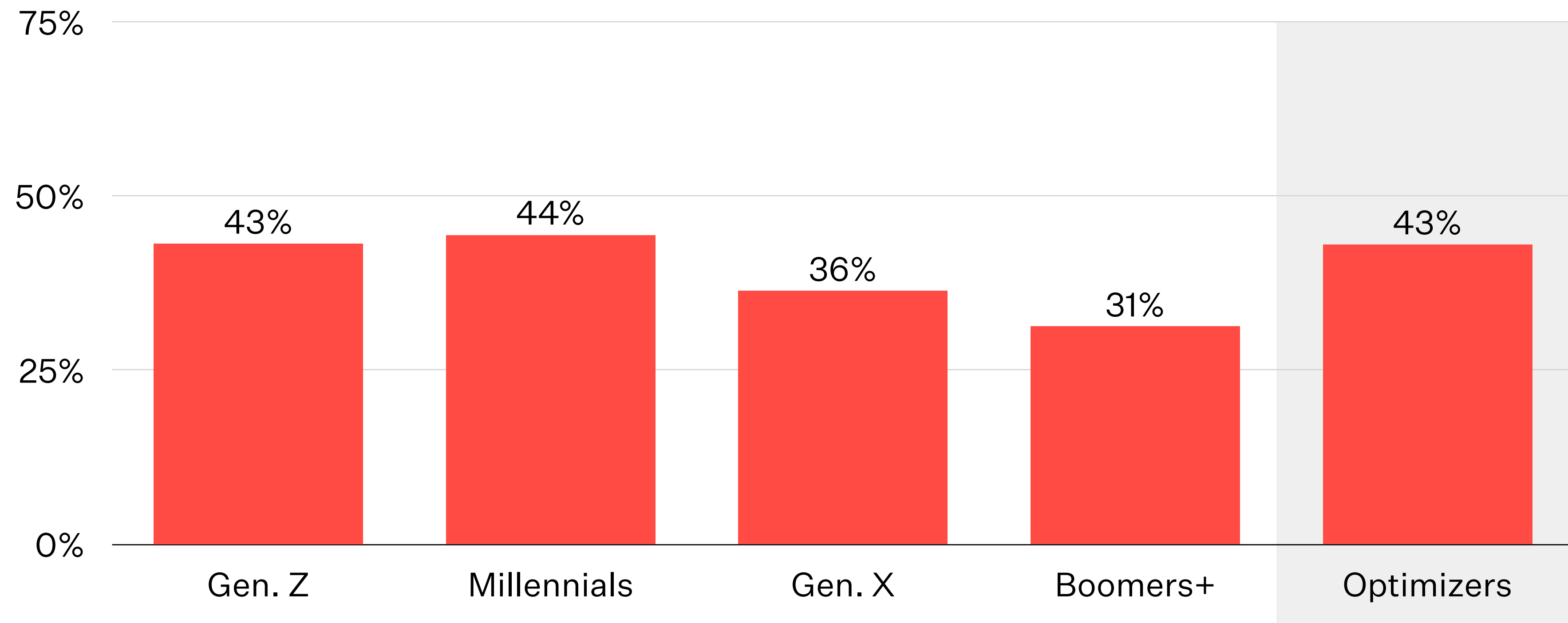
# Optimizers say they're 'trading up' in every category from fitness to alcohol



Data: The New Consumer and Coefficient Capital Consumer Trends Survey, powered by **\*toluna** (n=1004, Feb. 2026 survey)  
 Among "optimizer" respondents who shop in each category. "Not sure" responses excluded.

# Optimizers are also getting a little tired of optimizing

Percentage who 'strongly' and 'somewhat' agree: The pursuit of optimal health has gone too far



# Optimizers feel like they're winning

Life Satisfaction Score (0-10)

Optimizers

7.3

+1pt

Everyone else

6.2

Think they're 'very likely' to become rich or already are

Optimizers

36%

2.2x

Everyone else

16%

For Optimizers, it's  
not about doing less.

They're trying to get the most out  
of life: Max health *and* pleasure,  
max longevity *and* experience.

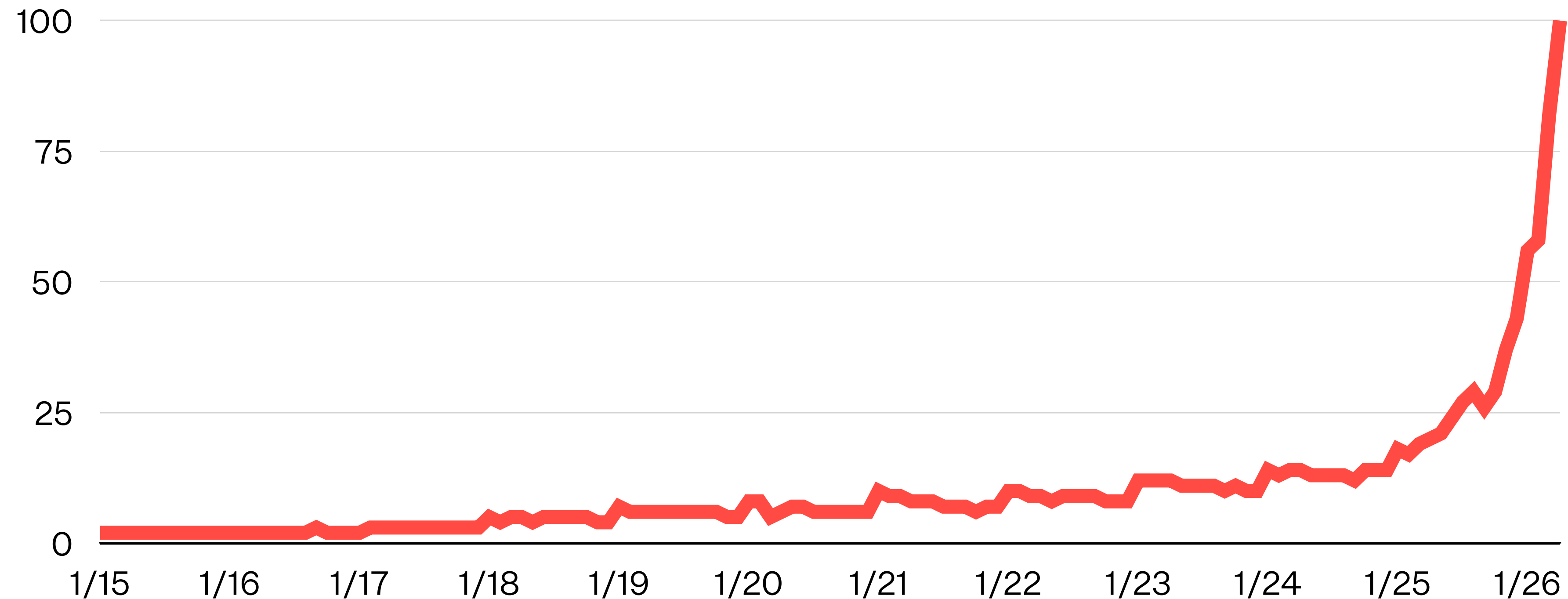
The brands that win  
build for the “both/and.”

2

Peptides are the supplement aisle's GLP-1 moment.

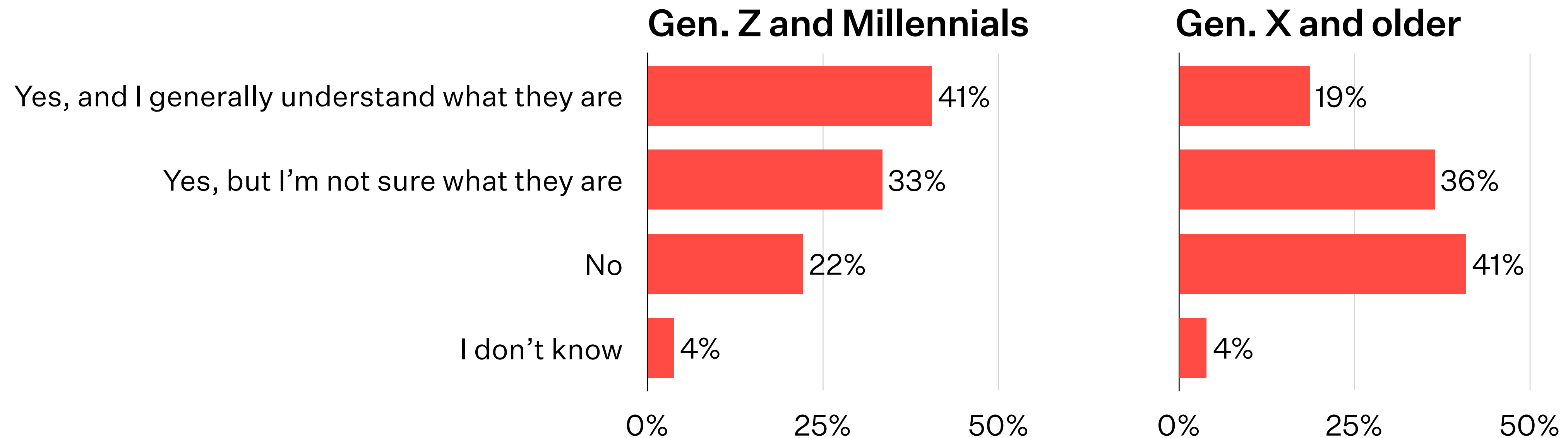
# Search queries for 'peptides' hit a massive inflection point in early 2026

Indexed Google web search volume for 'peptides', US only



# Most people have heard of peptides — and don't know what they are

Percentage of responses: Have you heard of 'peptides' — compounds, often taken by injection, that are marketed for wellness, fitness, weight loss, recovery, or longevity?



# Peptides 101

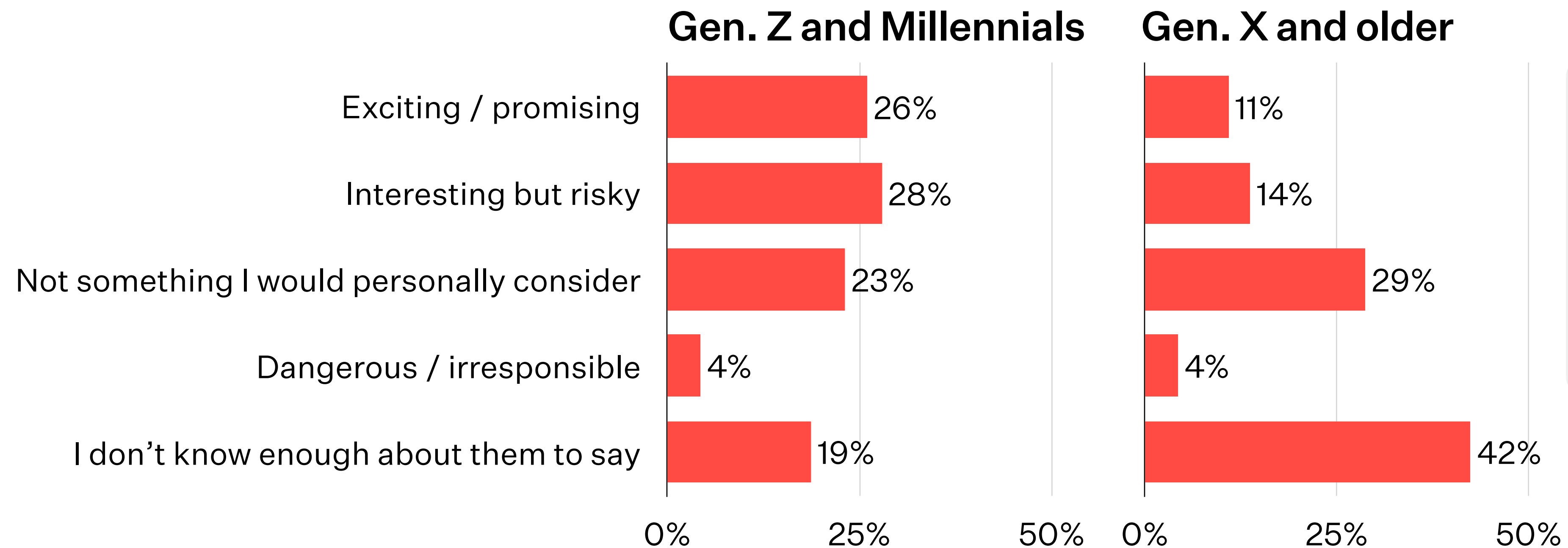
- Peptides are chains of amino acids that tell cells when to repair, regulate, or produce.
- The body makes them naturally; insulin and GLP-1 drugs are peptides (the “P” stands for peptide).
- People take them to heal injuries faster, slow aging, lose fat, build muscle, or sharpen focus — a targeted shortcut for almost any goal.

# Peptides 101

- The buzzy ones — BPC-157, etc. — are mostly not FDA-approved, with little to no human safety data.
- Today, they're mostly procured on the gray-to-black market, which investors estimate at \$1–3 billion.
- An FDA committee meets in July to weigh letting pharmacies make seven of them — which wouldn't mean approval.

# Younger consumers are more interested in peptides, even if they see risks

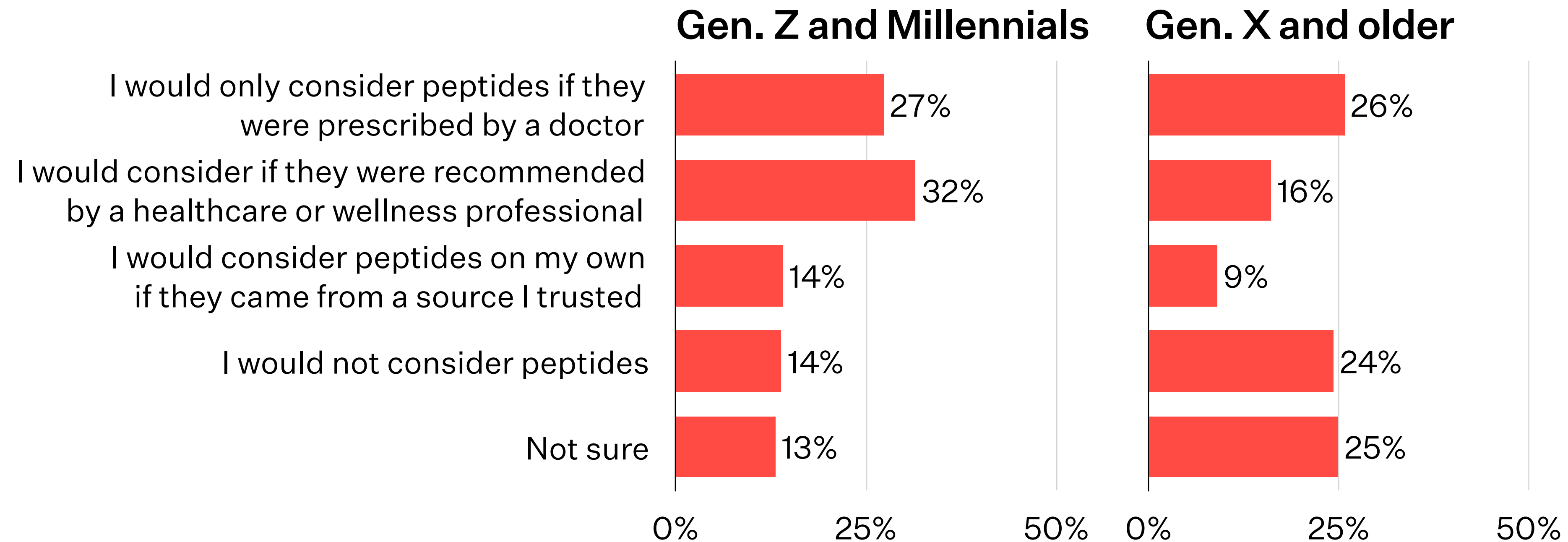
Percentage of responses: Which best describes your reaction to peptides used for wellness, fitness, weight loss, or longevity?



33% of Optimizers and 36% of those aware of Andrew Huberman, host of the Huberman Lab podcast, say peptides are “exciting/promising”

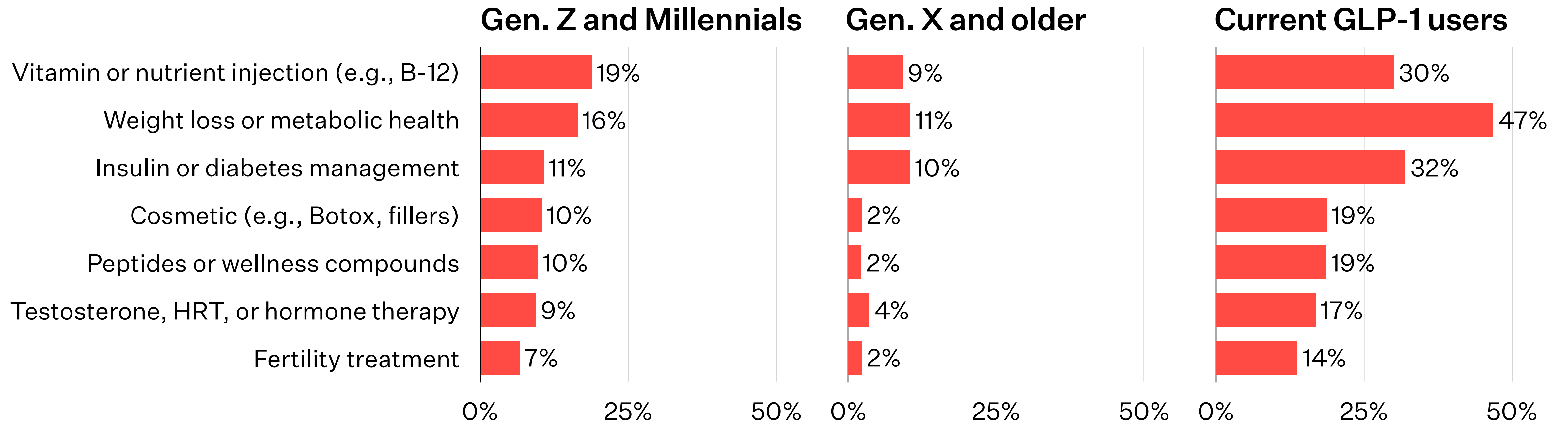
# Younger consumers are more open to peptides; most still want pro guidance

Percentage of responses: Which statement comes closest to your view on peptides?



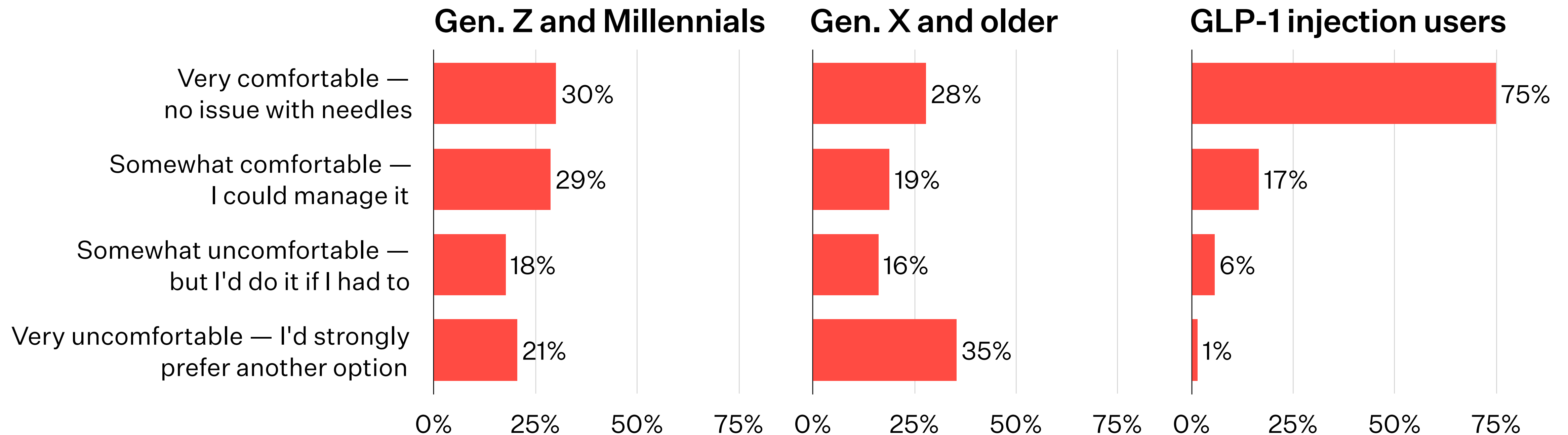
# Wellness and GLP-1s are normalizing consumer injections

Have you ever personally given yourself an injection, or had a non-medical professional give you one, for any of the following?



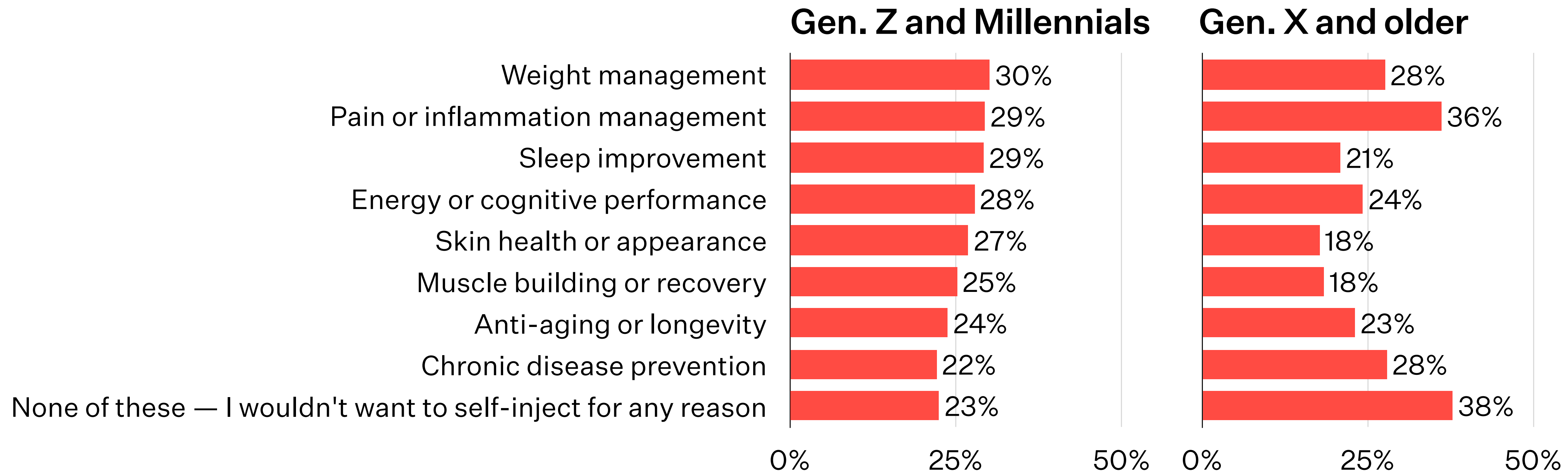
# Younger consumers and GLP-1 users are more comfortable self-injecting at home

How comfortable would you be giving yourself a regular injection at home if prescribed for your health or appearance?



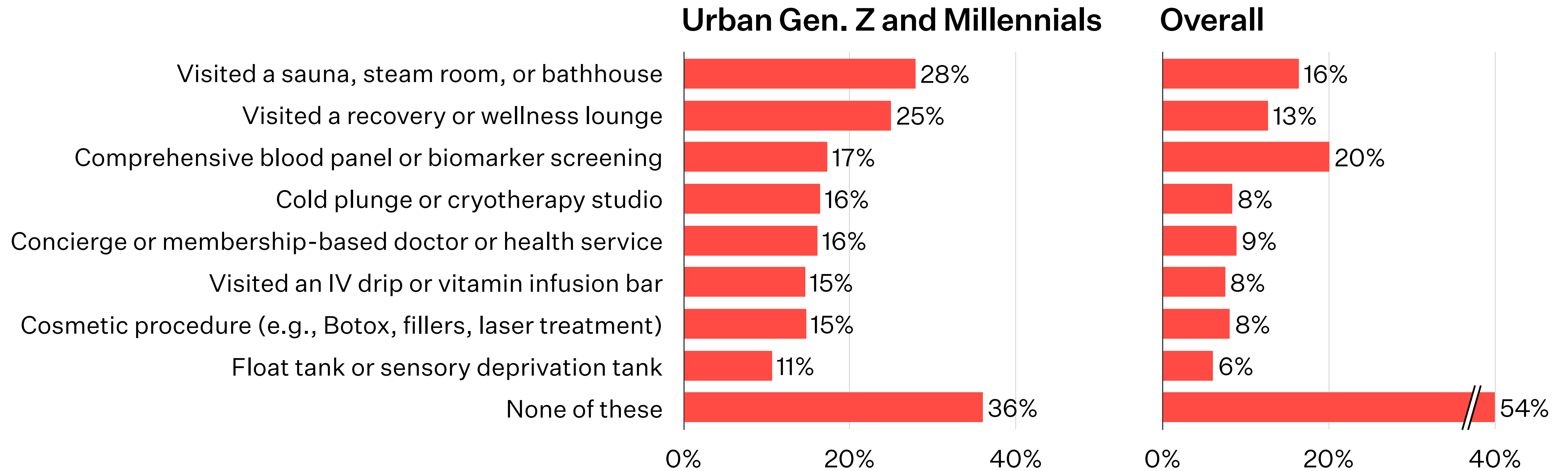
# Most people would be open to self-injecting for medical or wellness reasons

For which would you be open to taking a regular self-administered injection if it were safe, effective, and prescribed?



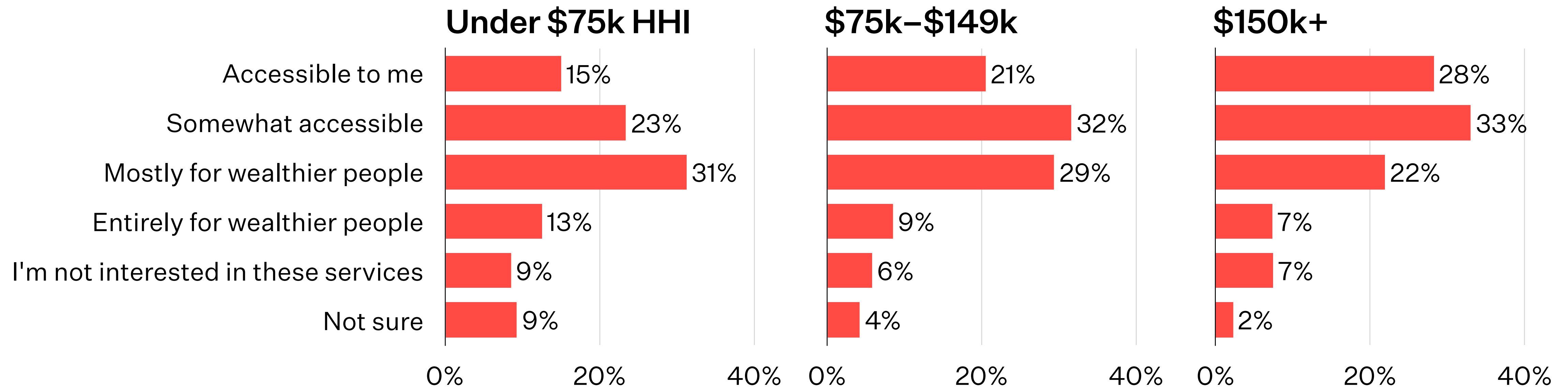
# Wellness services are on the rise, particularly among urban yuppies

Percentage who have done each in the past 12 months



# Even higher-income consumers see wellness services as somewhat exclusive

Do you feel like the newest health and wellness services — advanced health screenings, recovery studios, longevity treatments — are accessible to someone like you?

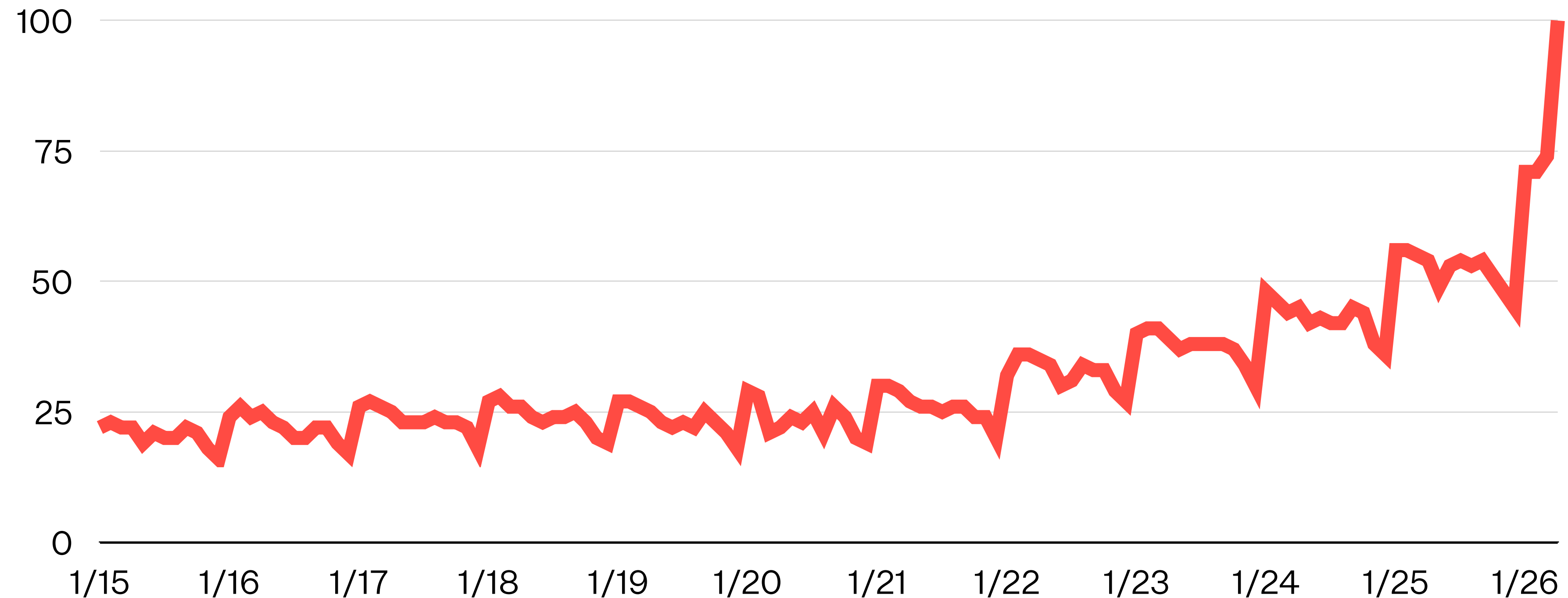


3

Don't even think for a second  
that we've hit peak protein.

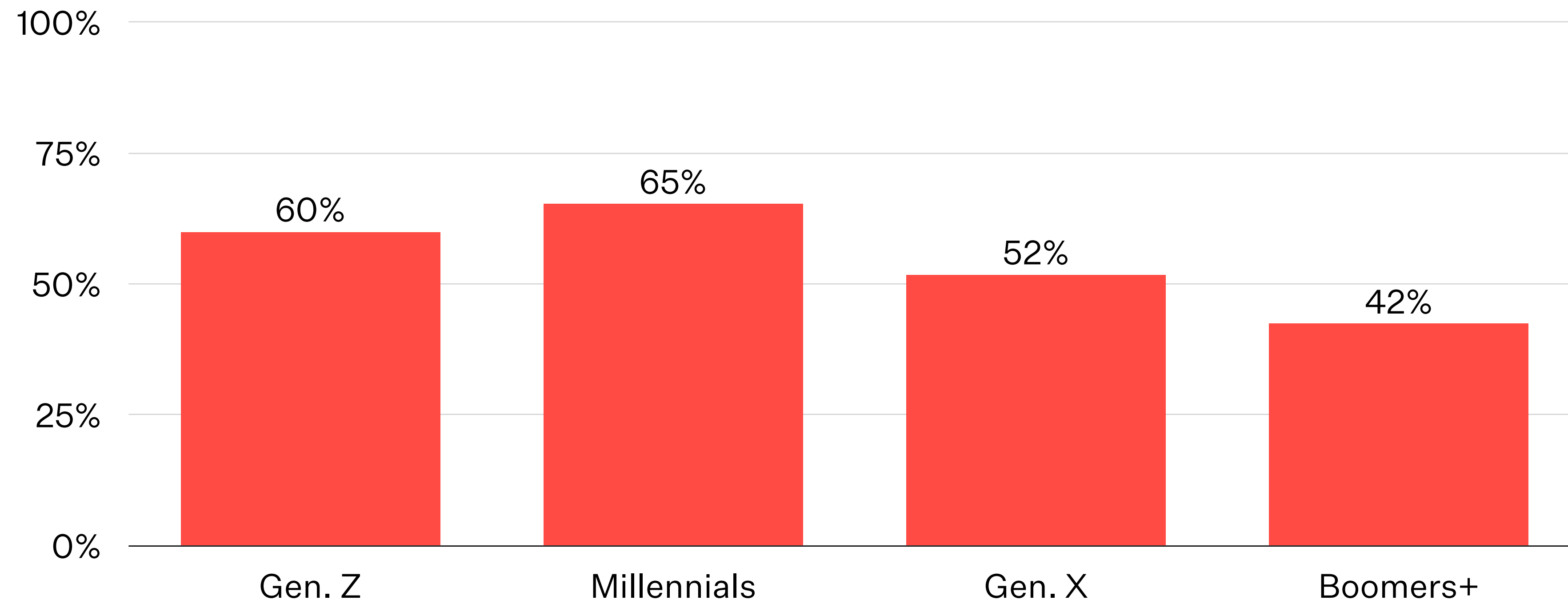
# Search queries for 'protein' just set another all-time record

Indexed Google web search volume for 'protein', US only



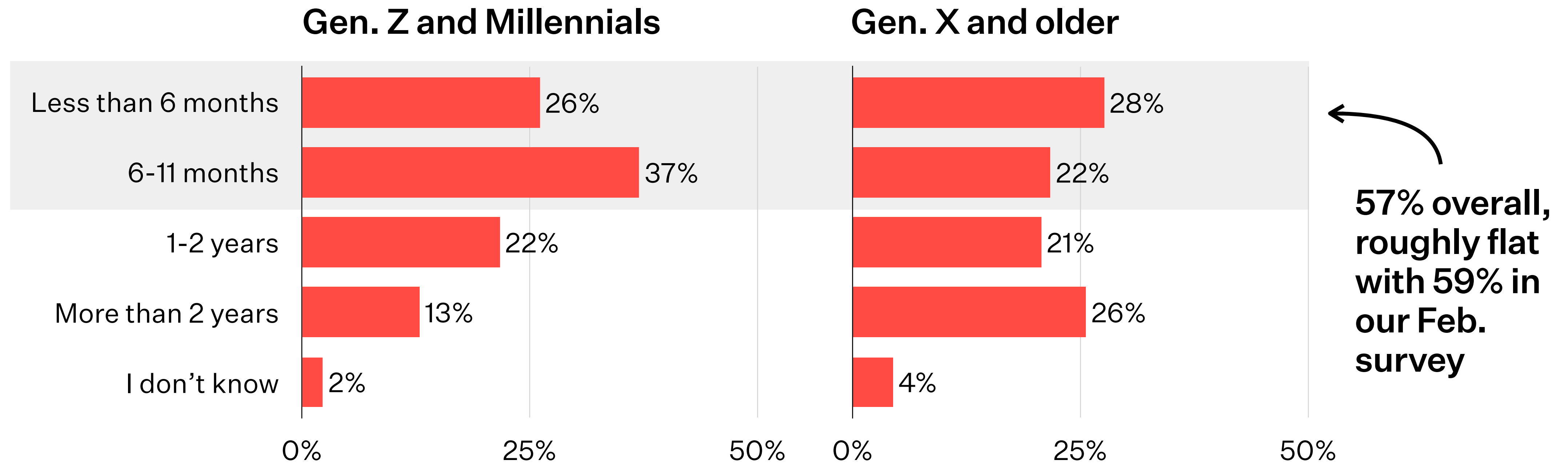
# 63% of Gen. Z and Millennials say they're actively trying to consume more protein

Percentage of 'Yes' responses: Do you consider yourself someone who is actively trying to get more protein in your diet?



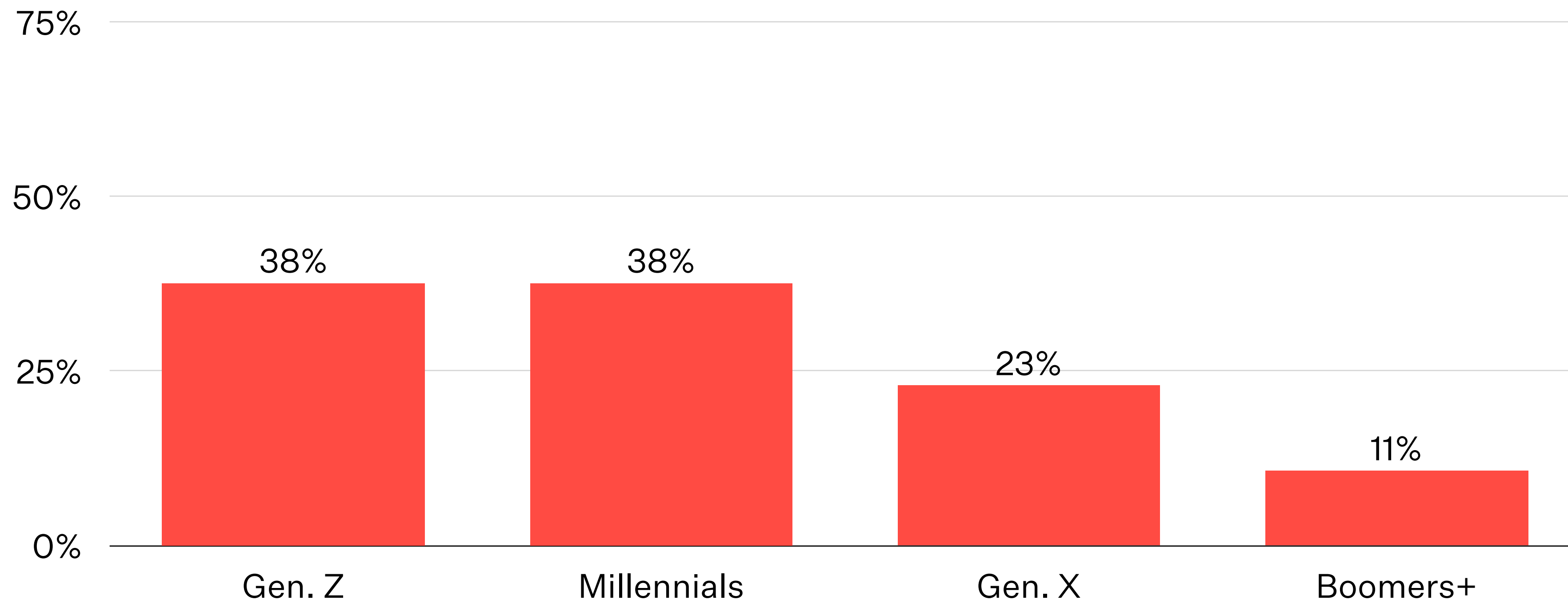
# Most people trying to get more protein started in the past year

Percentage of responses: How long have you been actively trying to get more protein in your diet?



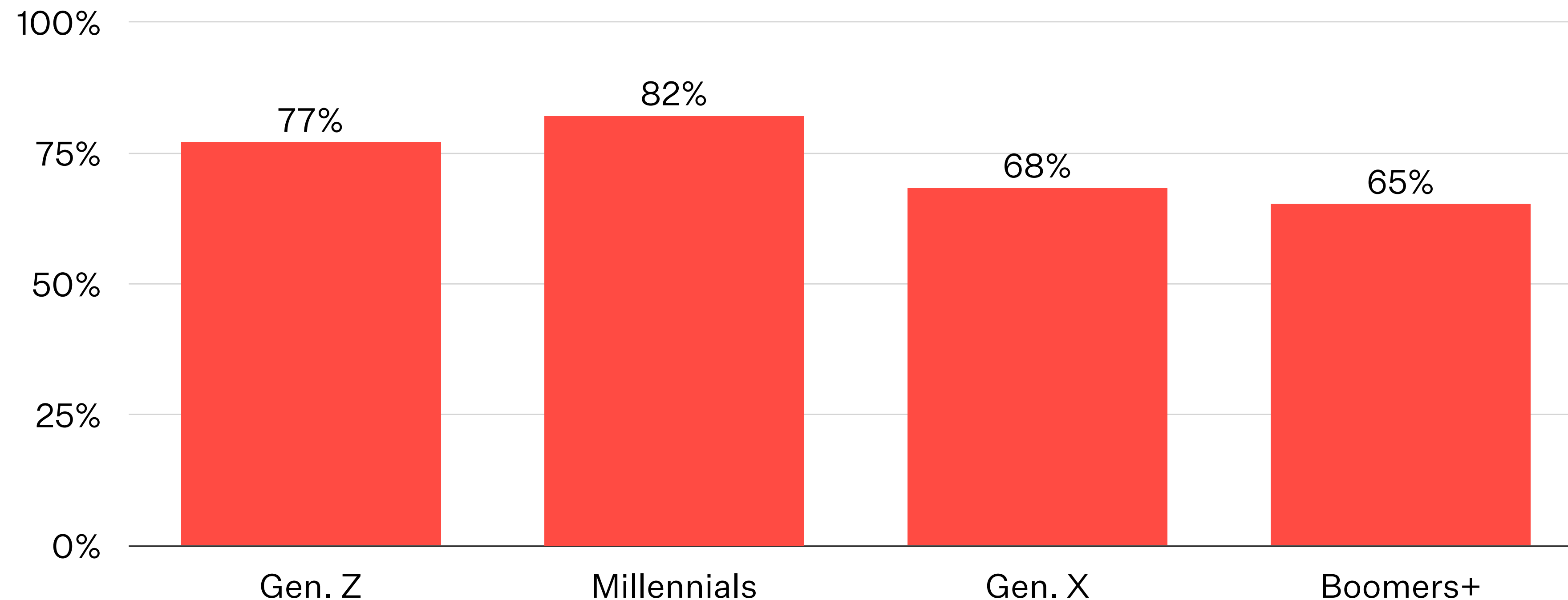
# Younger consumers are more likely to have specific protein goals

Percentage of 'Yes' responses: Do you have a specific number in mind for how much protein you aim to eat each day?



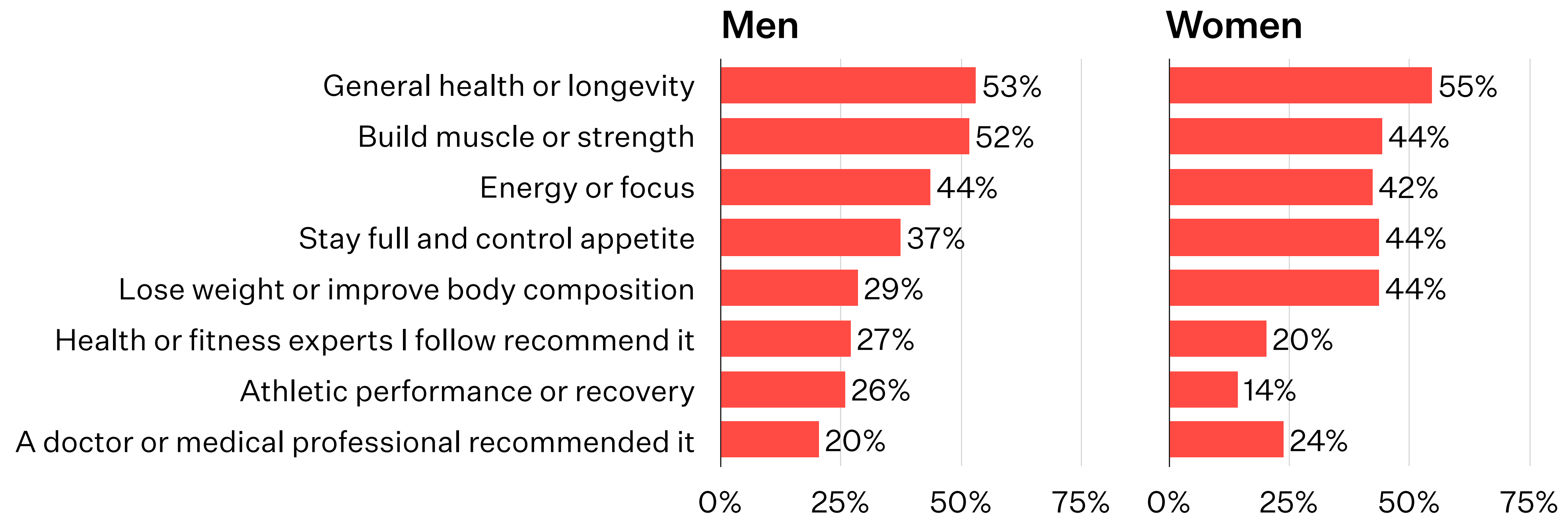
# Most consumers have noticed ‘protein creep’ in more foods and beverages

Percentage that noticed brands adding protein to more foods and drinks or promoting their protein content more



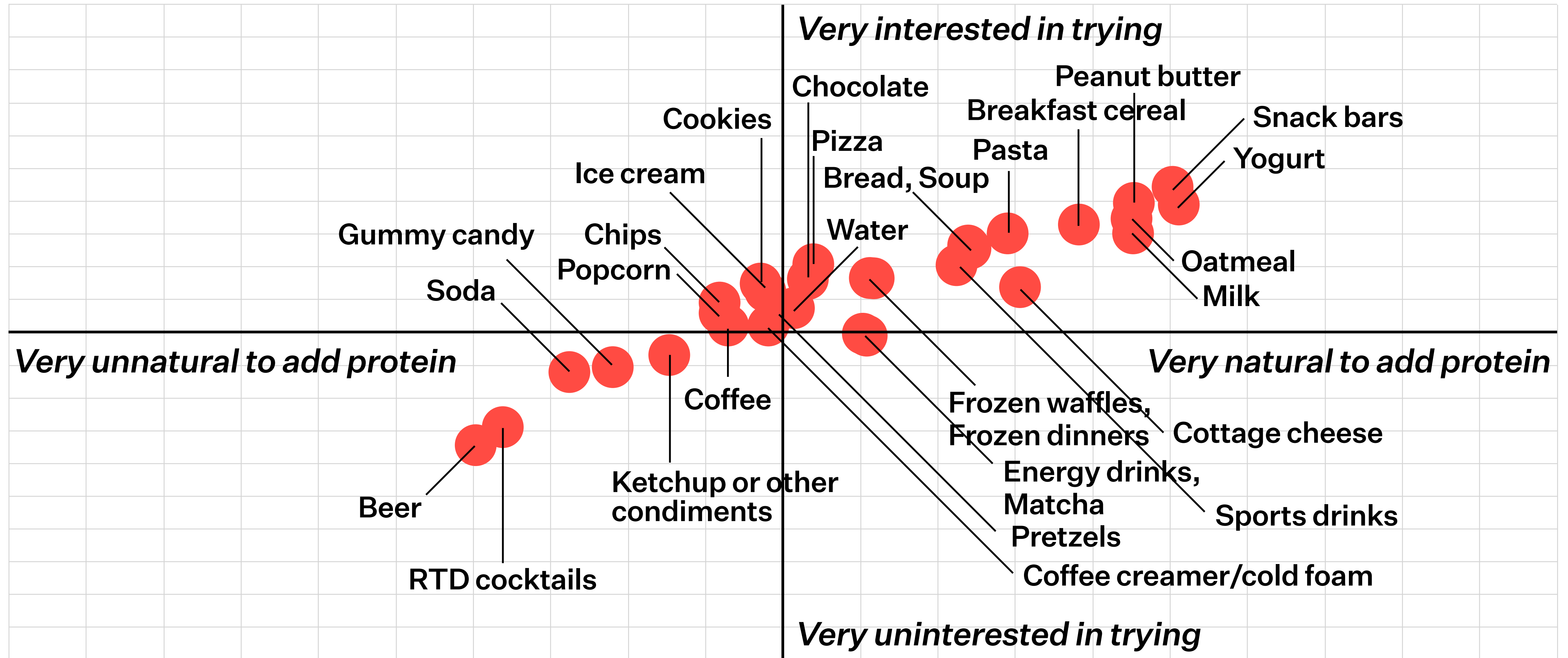
# Protein isn't just for bigger muscles — it's also for health, longevity, and weight loss

Percentage of responses: Why are you trying to get more protein?

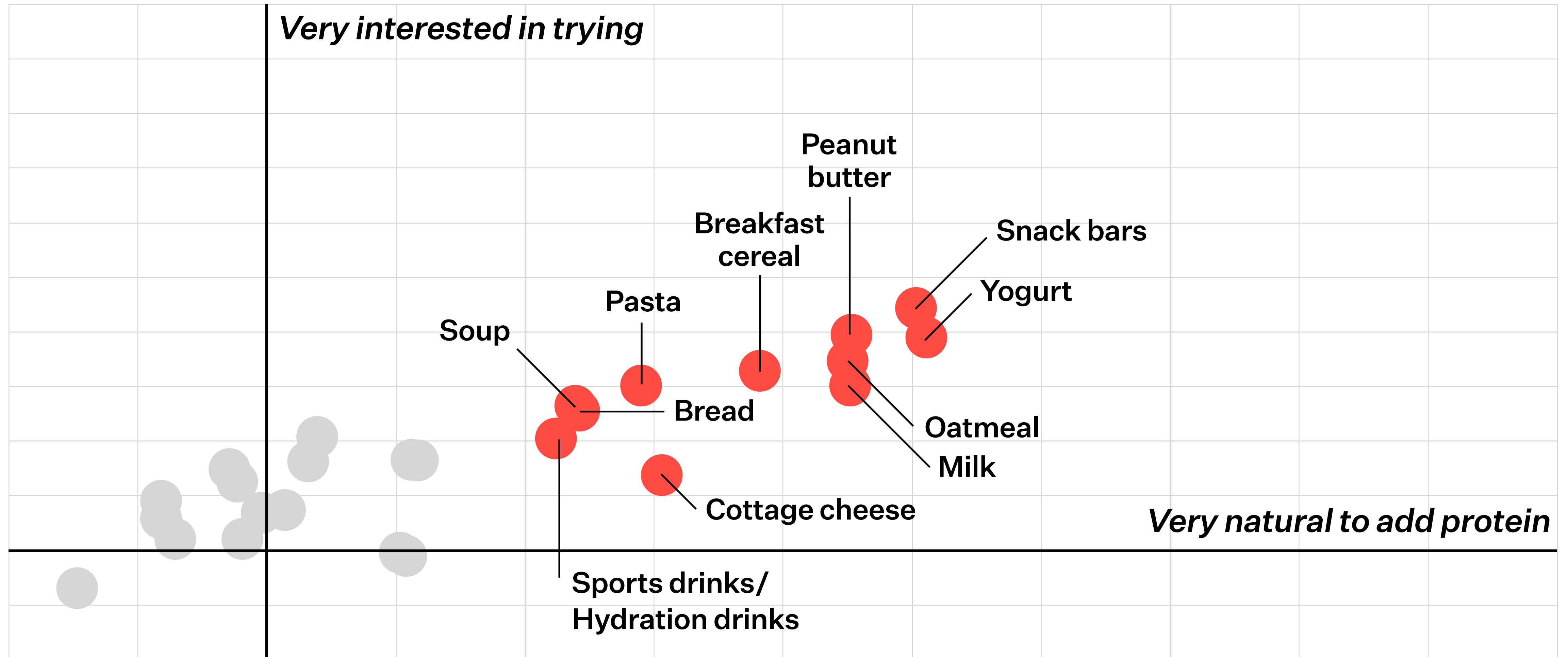


We've now asked our **Consumer Trends** Survey panel of 3,000+ Americans to rate 30 food and beverage items on **how natural it feels to add protein to them, and how interested they are in trying a high-protein version of each product.**

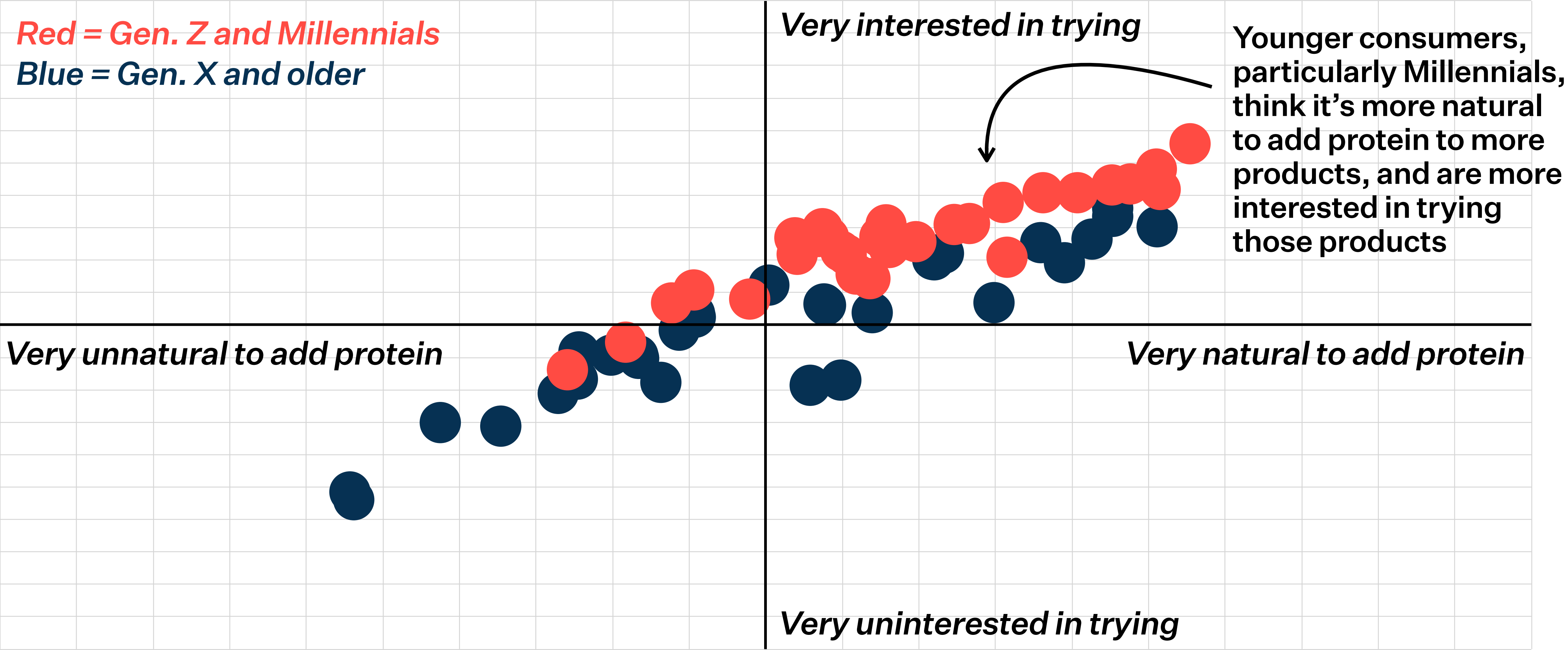
# Where do people *actually* want more protein?



# Where do people *actually* want more protein?

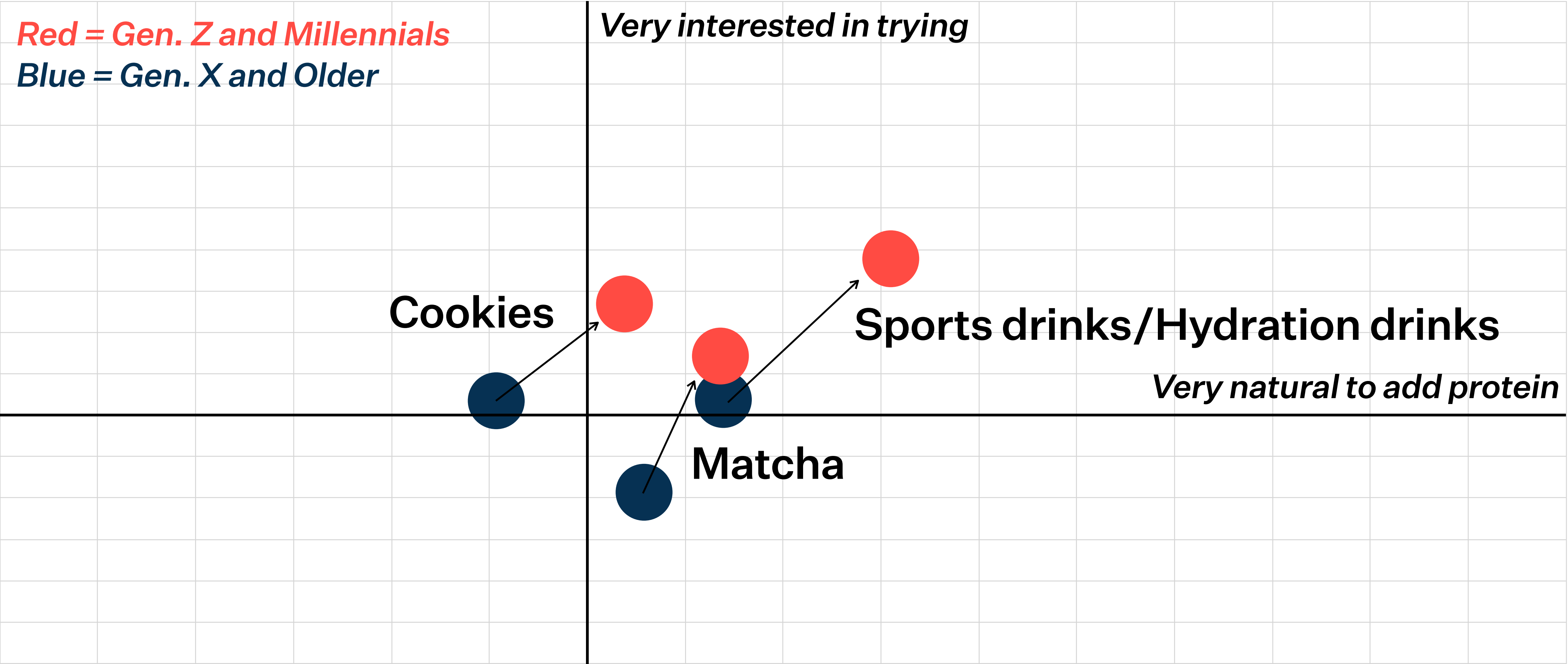


# Younger people are open to protein in more places



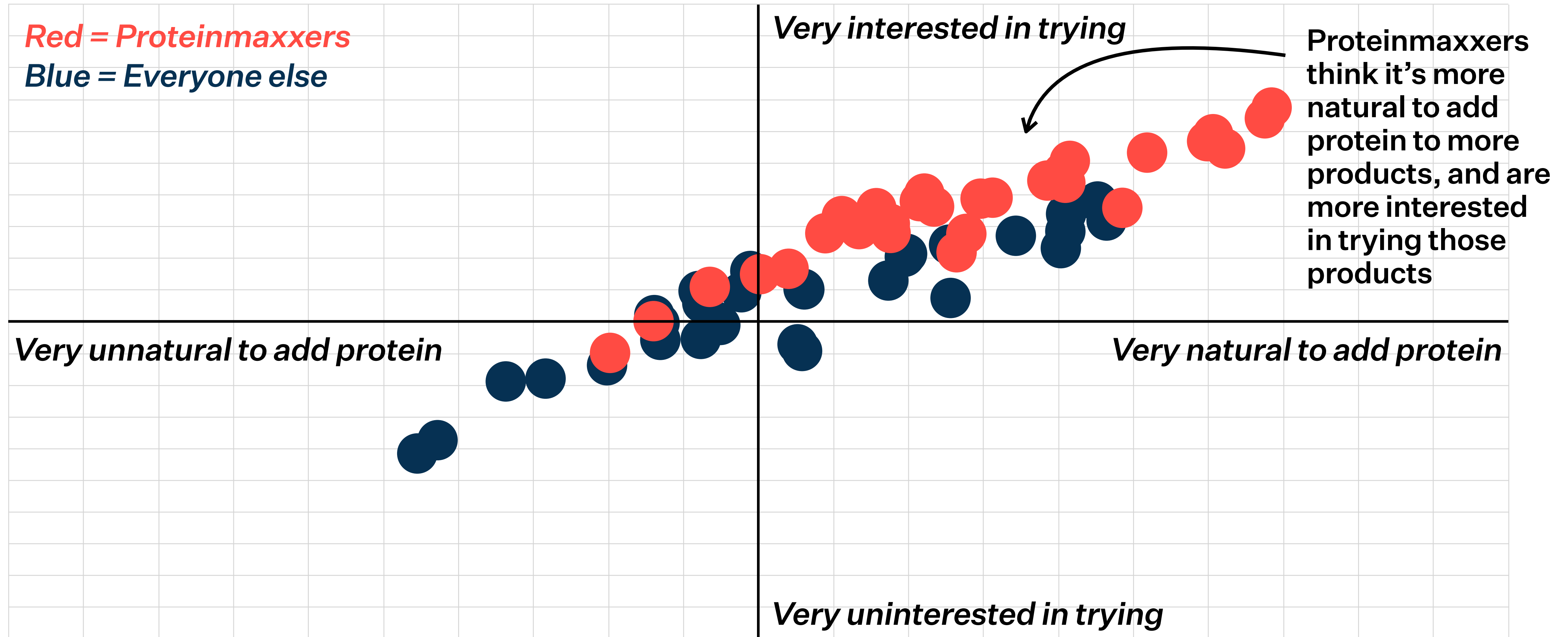
Data: The New Consumer and Coefficient Capital Consumer Trends Survey, powered by \*toluna (n=3000, 3508)  
Excludes "I don't know" responses.

# Younger people are open to protein in more places

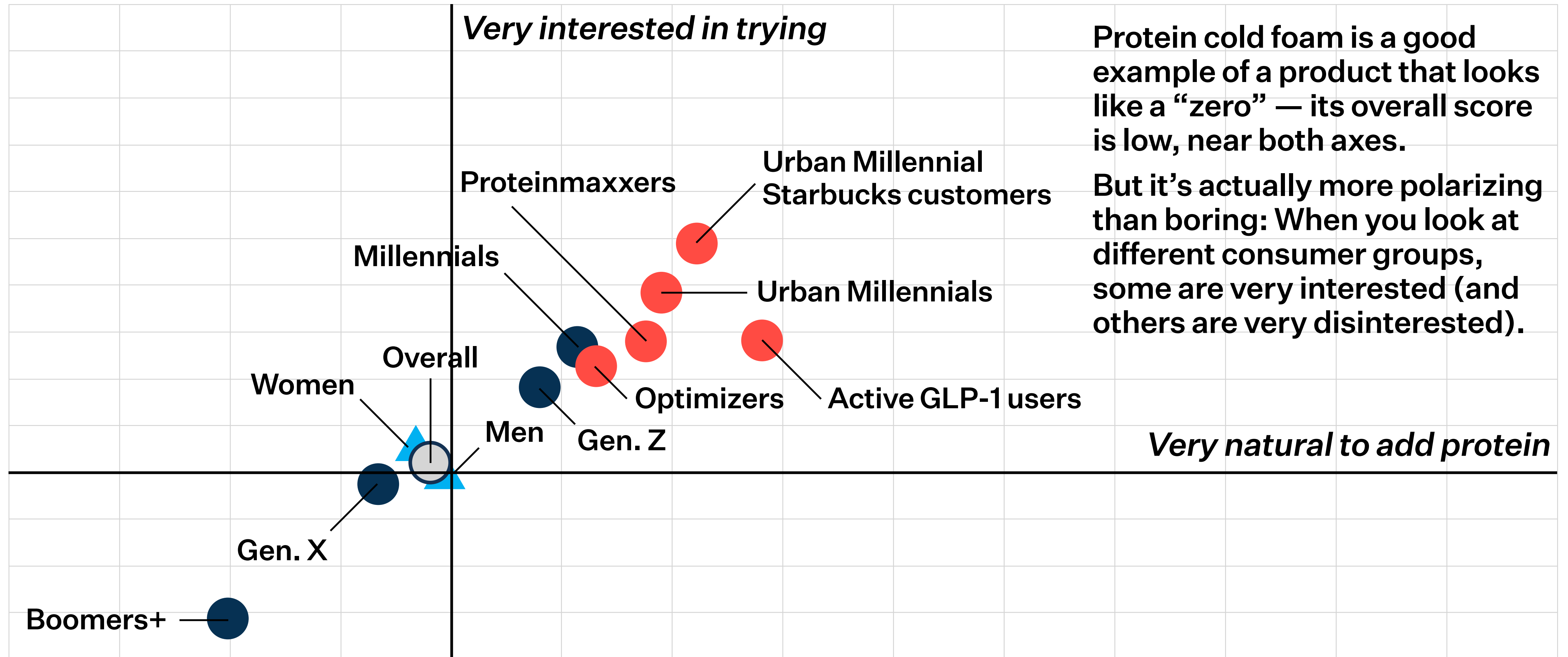


Data: The New Consumer and Coefficient Capital Consumer Trends Survey, powered by \*toluna (n=1461, 1539)  
Excludes "I don't know" responses.

# Proteinmaxxers are open to protein in more places

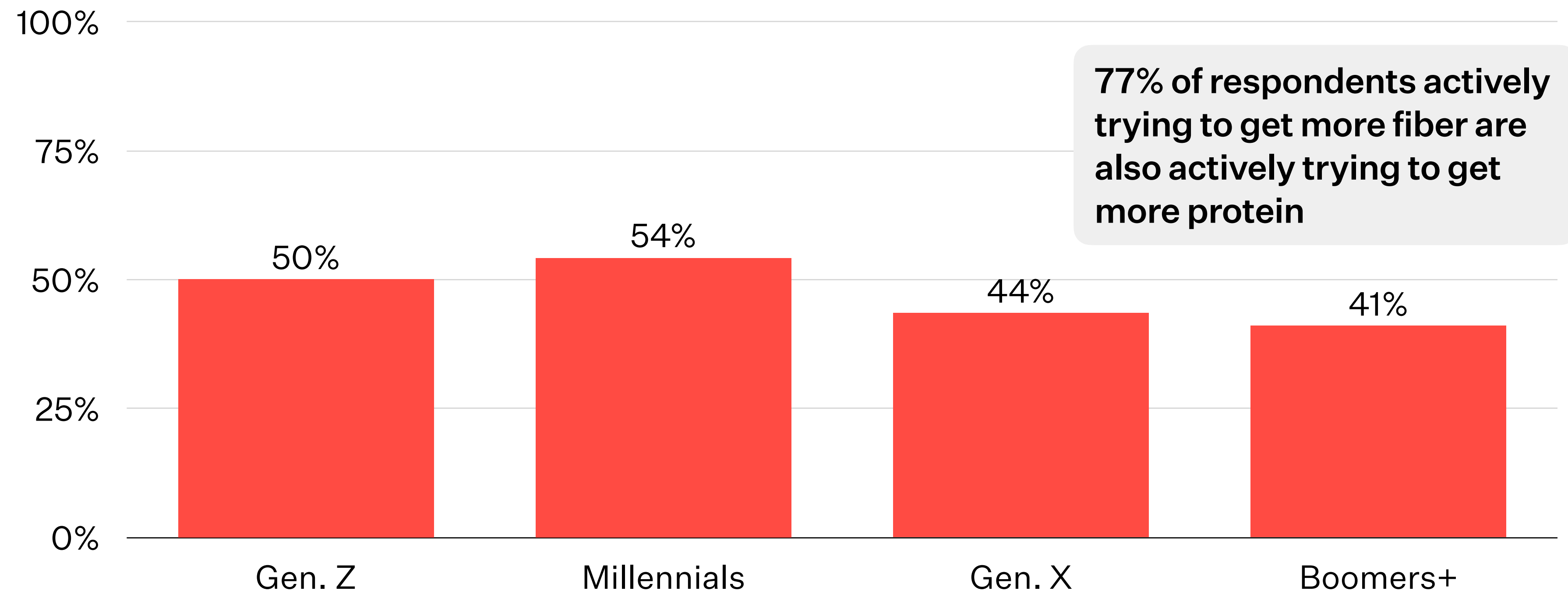


# Who wants protein cold foam/coffee creamer?



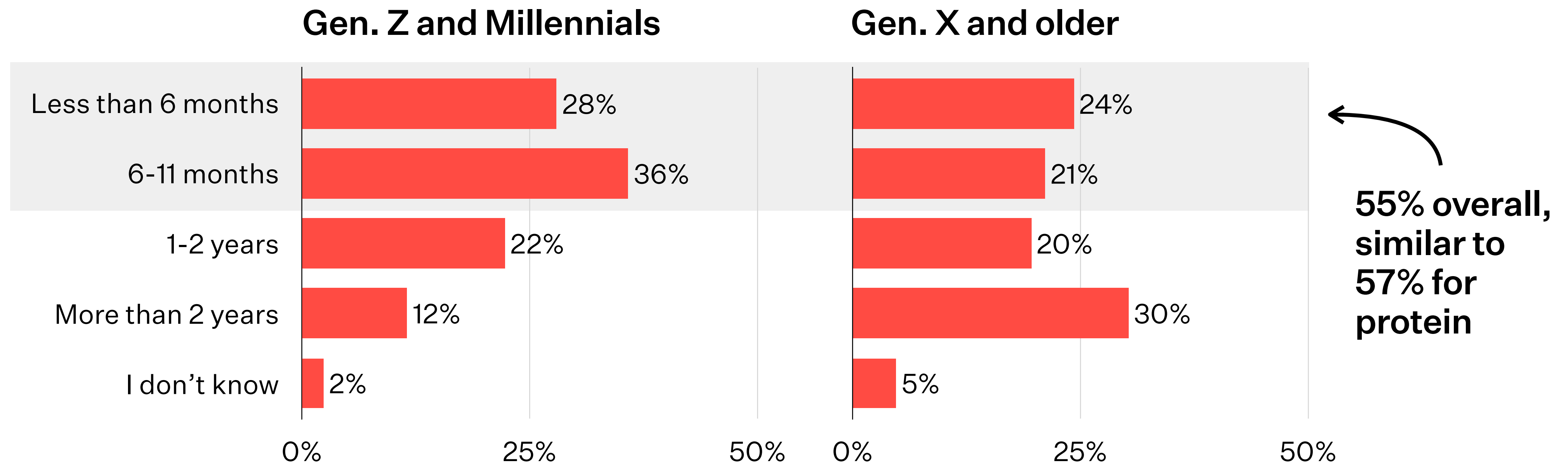
# 52% of Gen. Z and Millennials say they're actively trying to consume more fiber

Percentage of 'Yes' responses: Do you consider yourself someone who is actively trying to get more fiber in your diet?



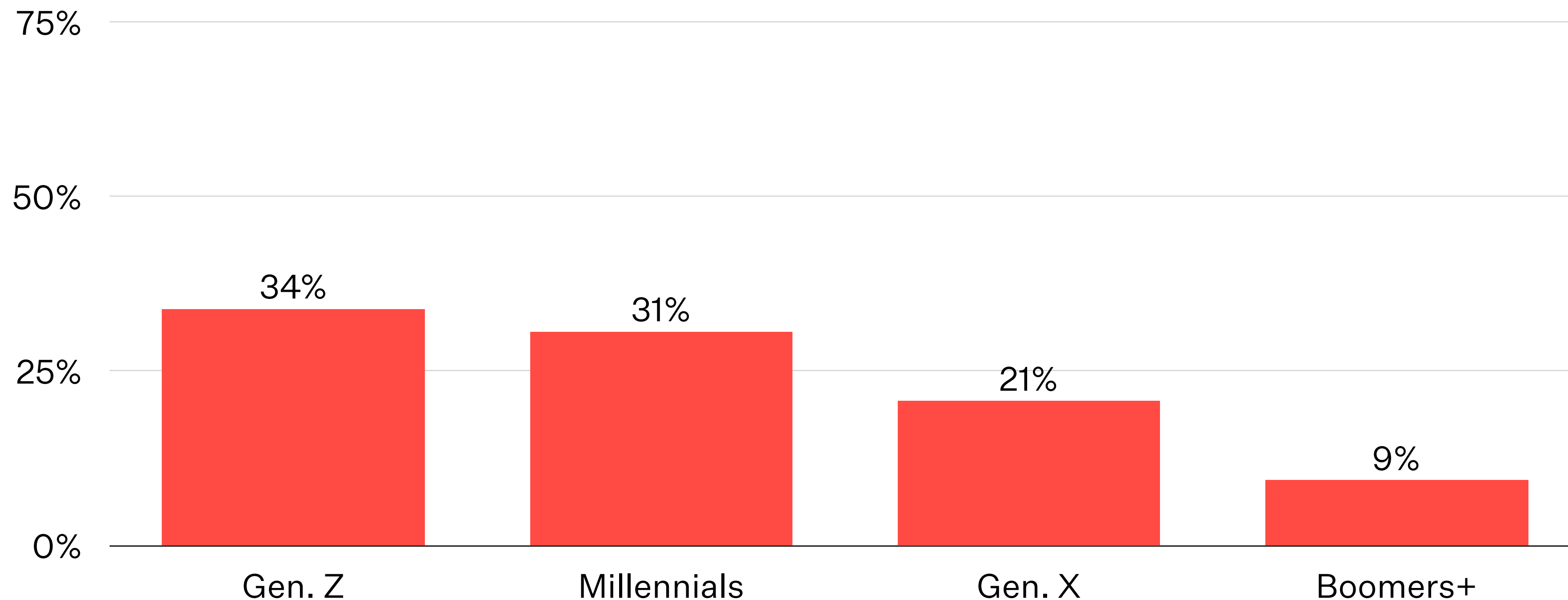
# Most people trying to get more fiber started in the past year

Percentage of responses: How long have you been actively trying to get more fiber in your diet?



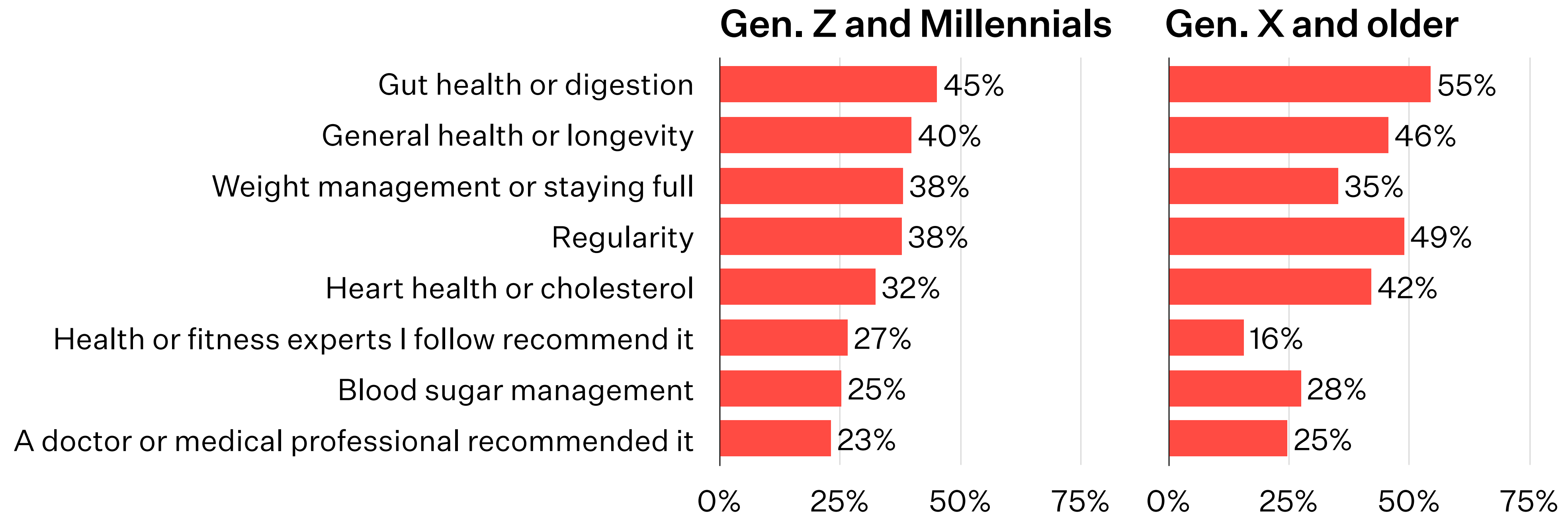
# Younger consumers are more likely to have specific fiber goals

Percentage of 'Yes' responses: Do you have a specific number in mind for how much fiber you aim to eat each day?



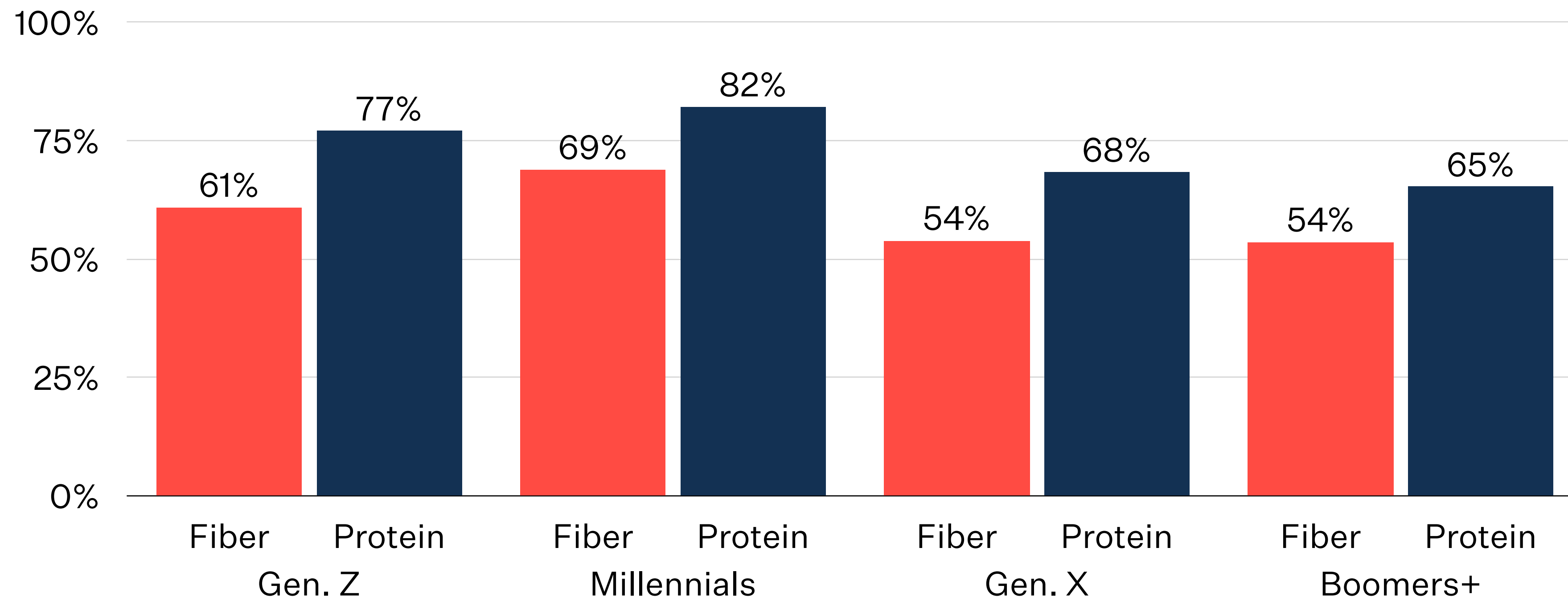
# Fiber is about gut health, regularity, health, and weight management

Percentage of responses: Why are you trying to get more fiber?



# Most consumers notice ‘fiber creep’ but not as much as ‘protein creep’ (yet)

Percentage that noticed brands adding fiber or protein to more foods and drinks or promoting their content

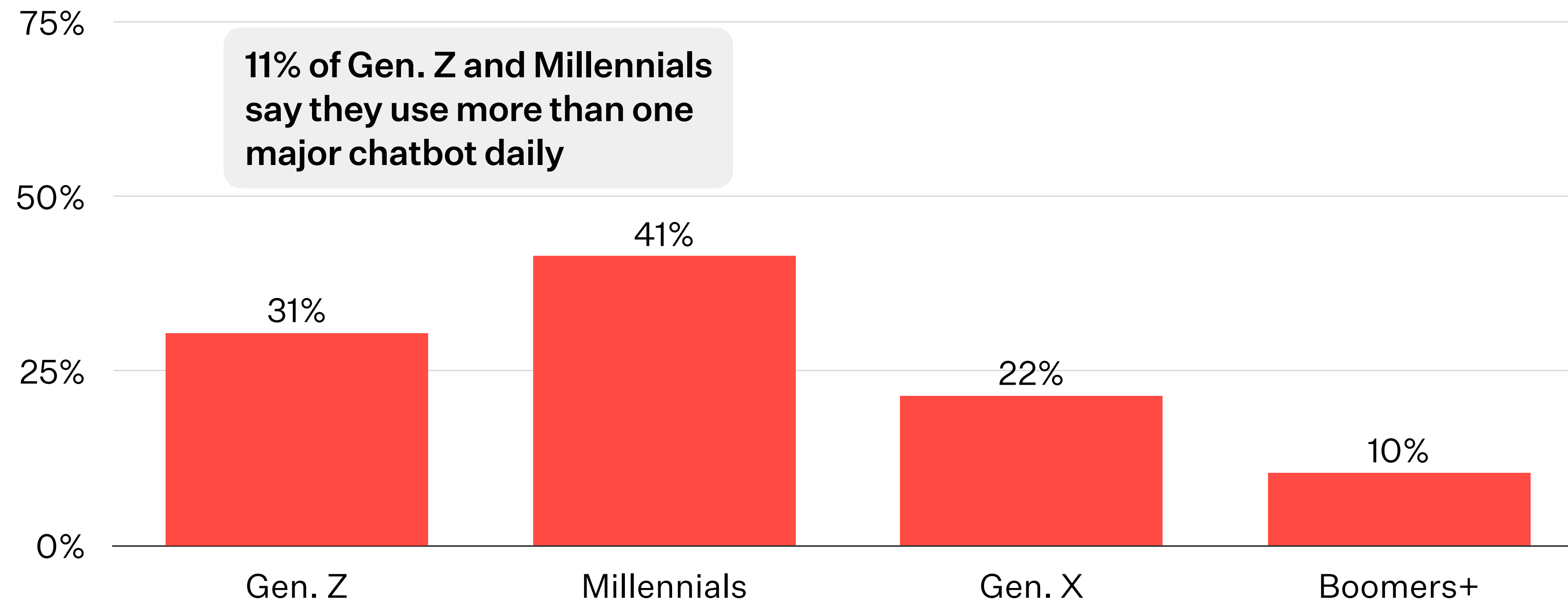


4

AI is an Optimizer's  
best friend.

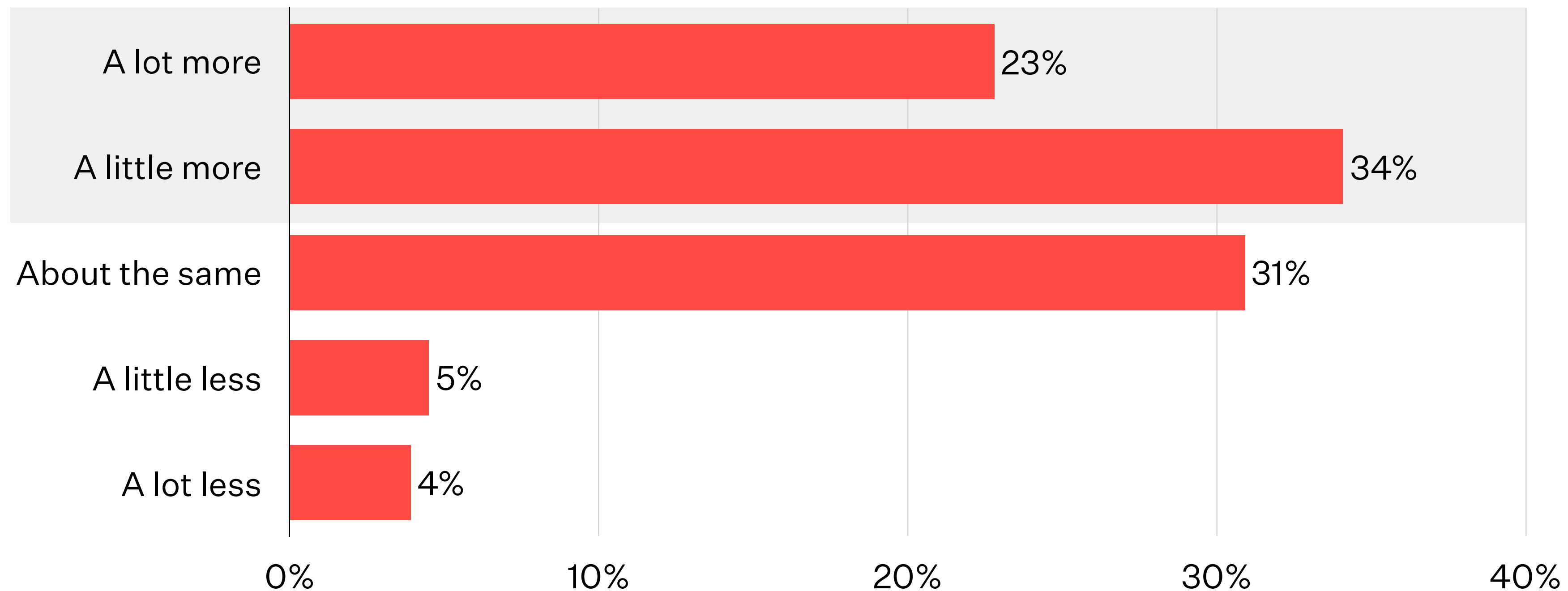
# 36% of Gen. Z and Millennials say they use AI chatbots every day

Percentage who say they use major AI chatbots (ChatGPT, Claude, Gemini) daily



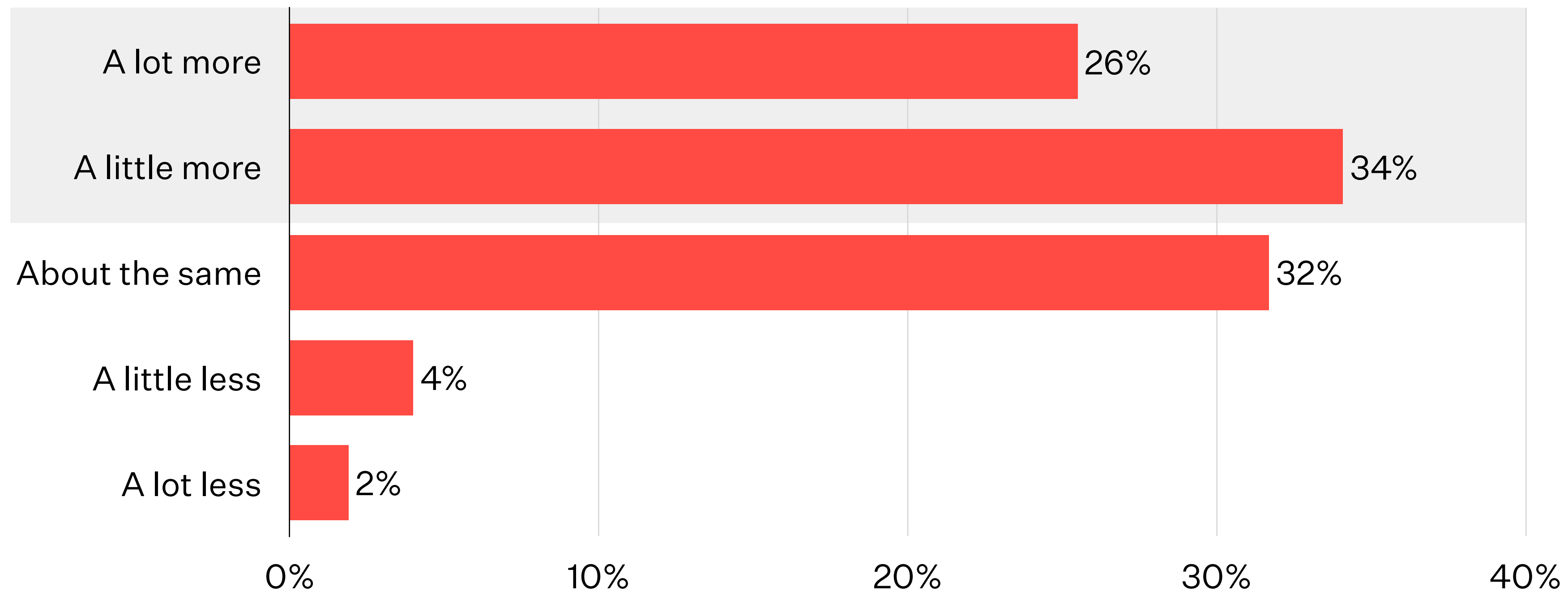
# Most active AI users say they're using it more than they were six months ago

Percentage of responses: Compared to 6 months ago, are you using AI tools more, less, or about the same?



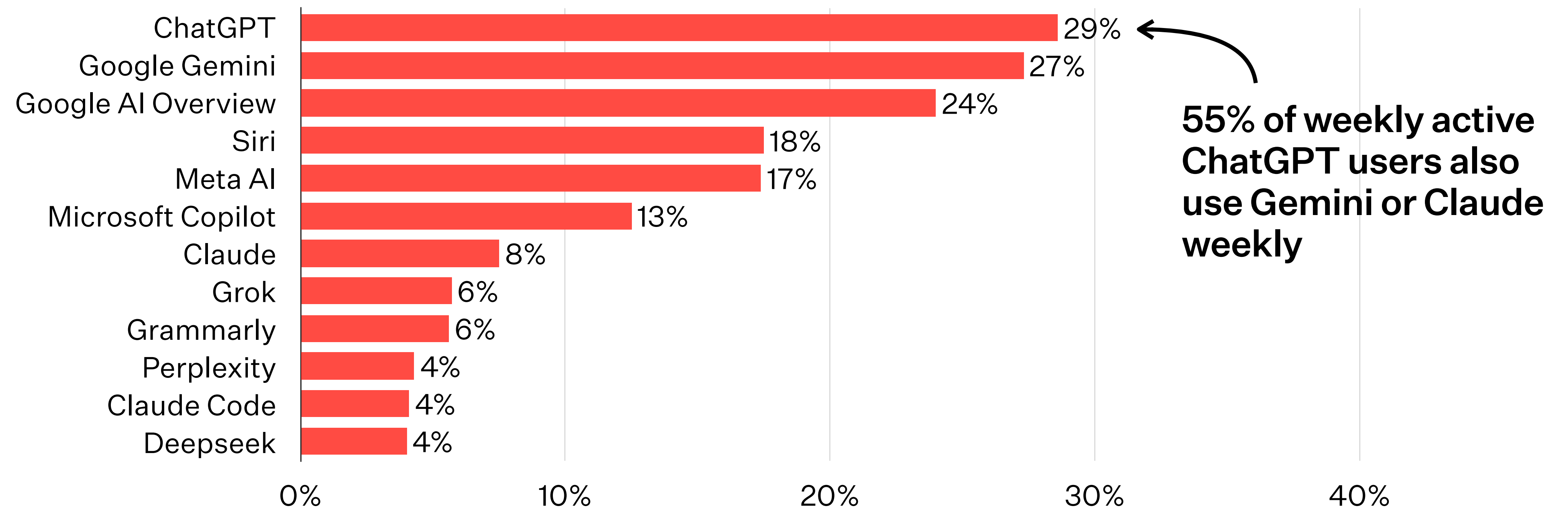
# Most active AI users expect to use it even more a year from now

Percentage of responses: A year from now, do you expect to be using AI more, less, or about the same as you are today?



# ChatGPT still leads in usage but big-tech incumbents have distribution power

Percentage of 'Weekly' and 'Daily' responses: Please indicate how often, if ever, you use each tool or app.



# Active AI users find it genuinely useful — within realistic limitations

“AI has helped me do things I couldn’t do on my own before”



“AI has made my daily life easier or more efficient”



“I’d miss AI if I had to stop using it”

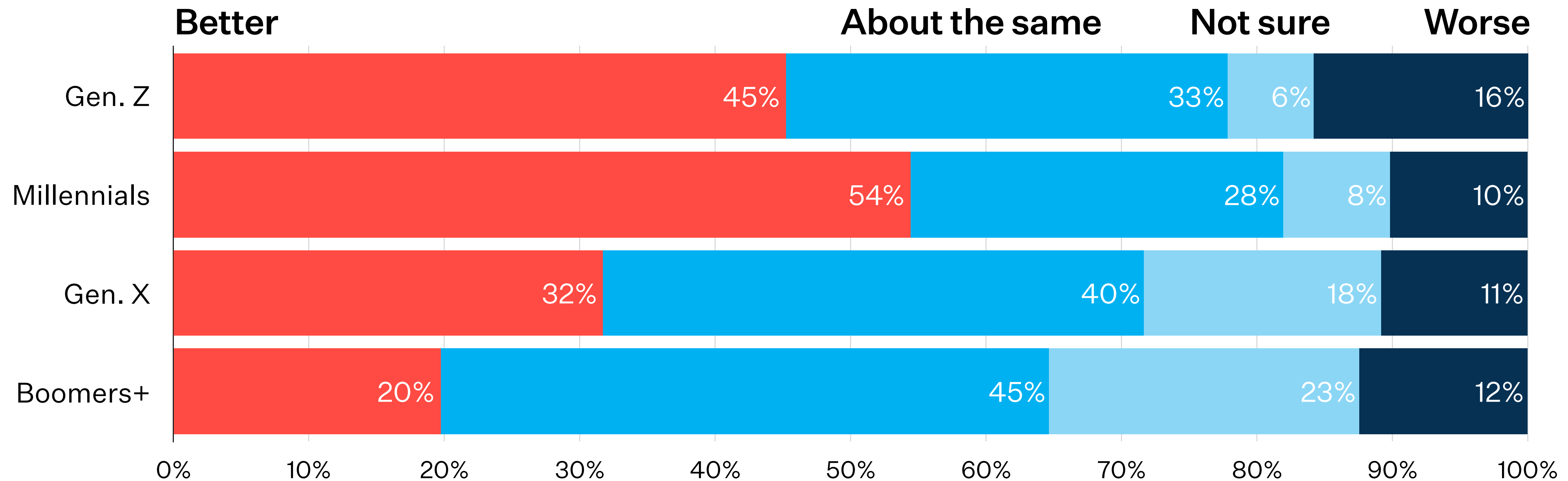


“AI has helped me become a better person”



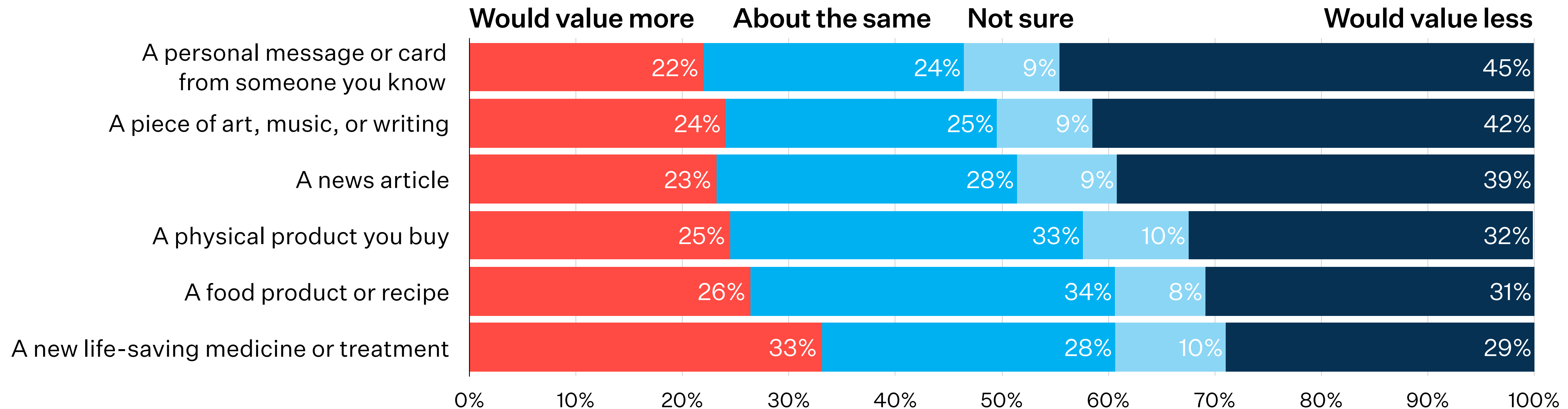
# 50% of Gen. Z and Millennials say AI has made their life better so far

Percentage of responses: Overall, has AI made your own life better or worse so far?



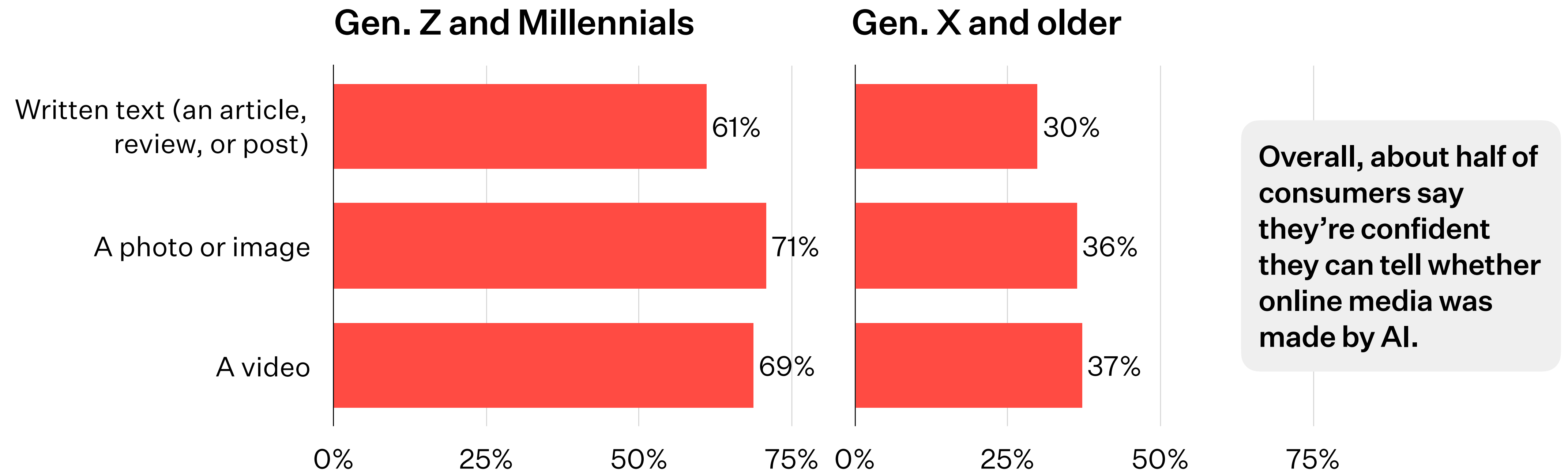
# Consumers don't reject AI-made things equally — it's not automatically 'slop'

Percentage who would value each thing more, the same, or less if it was made or created mostly by AI



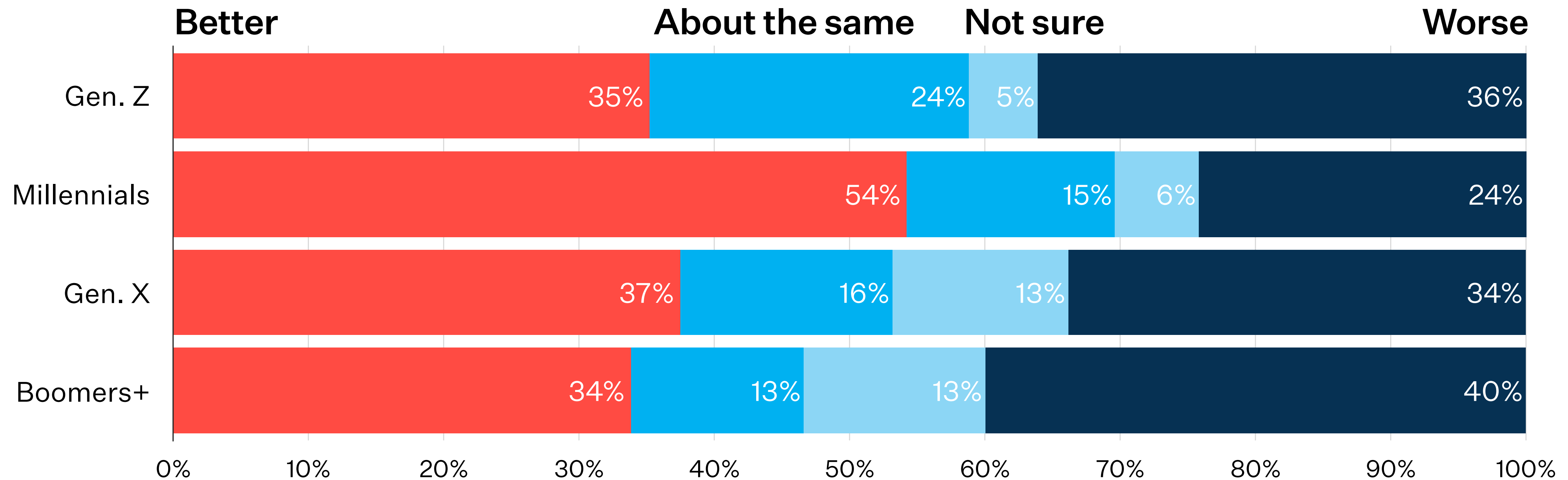
# Younger consumers think they're better at spotting media that was made by AI

Percentage who are 'very' or 'somewhat' confident they can tell whether online media was made by a real person or AI



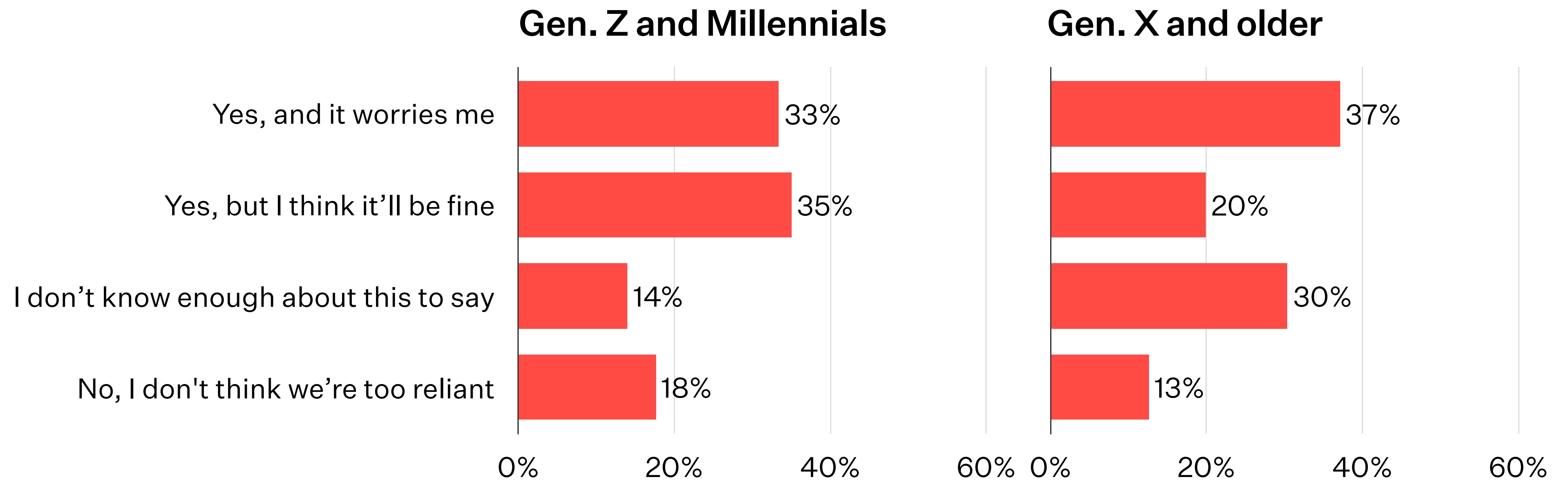
# Millennials are the most optimistic that AI will help the next generation of Americans

Percentage of responses: Do you believe AI will make life better or worse for the next generation of Americans?



# Most Americans think the economy is already too reliant on AI

Percentage of responses: Do you think the US economy and stock market have become too reliant on AI and tech companies?

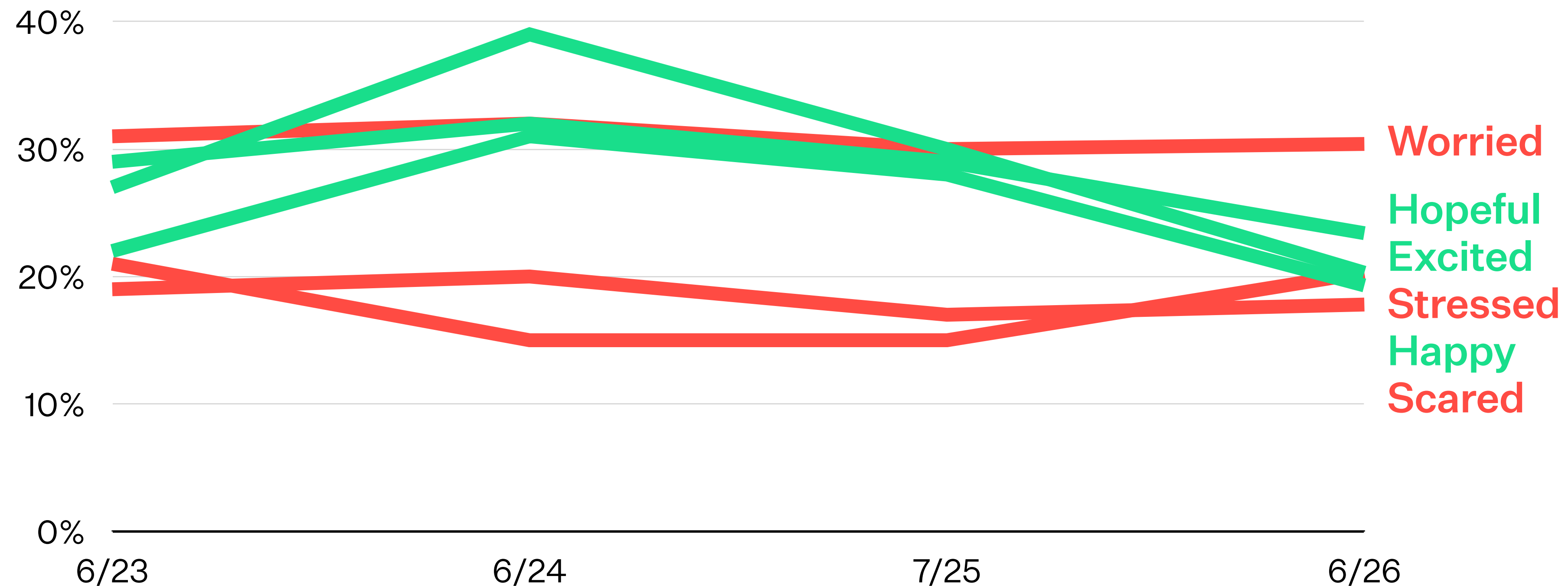


# How does the concept of AI make you *feel*?

	Gen. Z		Millennials		Gen. X		Boomers+	
1	Worried	30%	Excited	35%	Worried	35%	Worried	50%
2	Hopeful	23%	Hopeful	34%	Hopeful	26%	Hopeful	26%
3	Excited	20%	Smarter	27%	Excited	22%	Scared	23%
4	Stressed	20%	Happy	27%	Scared	19%	Stressed	18%
5	Smarter	20%	Worried	24%	Stressed	17%	Excited	16%
6	Happy	19%	Amused	17%	Smarter	13%	Smarter	10%
7	Amused	19%	Scared	12%	Happy	13%	Inadequate	8%
8	Scared	18%	Stressed	11%	Amused	9%	Sad	6%
9	Angry	10%	Inadequate	6%	Inadequate	6%	Amused	6%
10	Inadequate	9%	Angry	6%	Angry	6%	Angry	5%

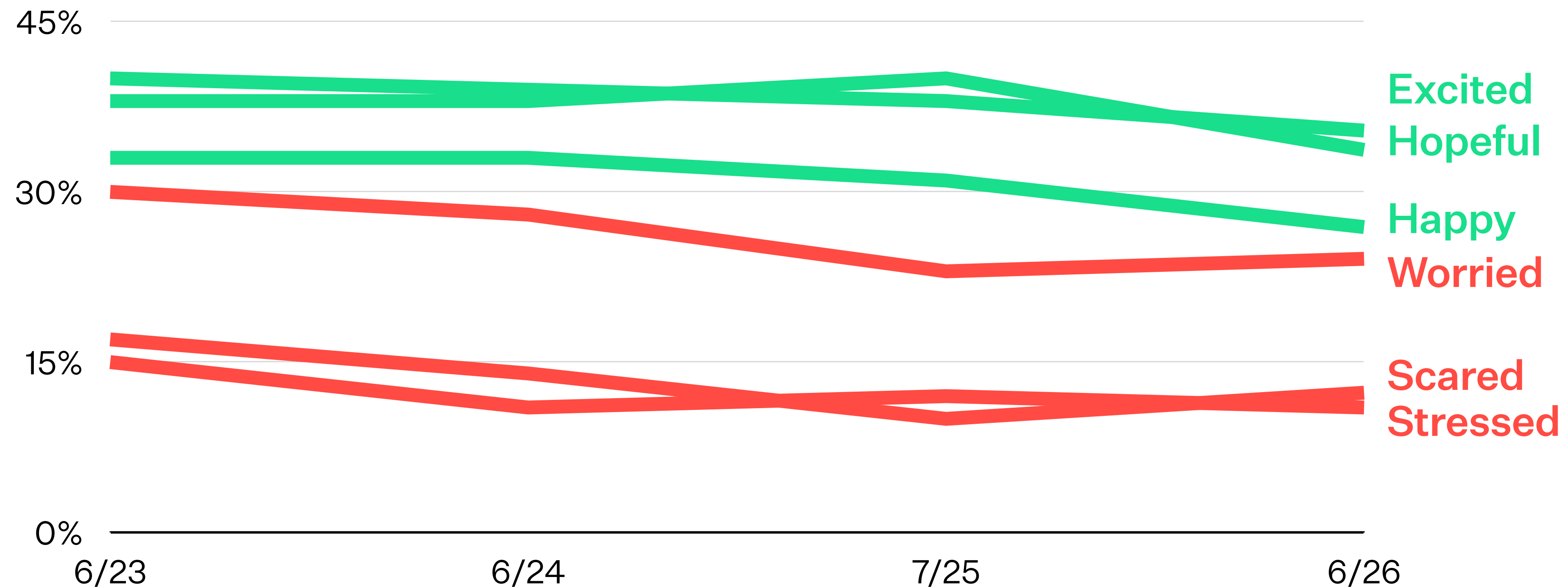
# Gen. Z's enthusiasm for AI has declined and 'Worried' stands alone

Percentage of responses among Gen. Z: How does the concept of AI make you feel?



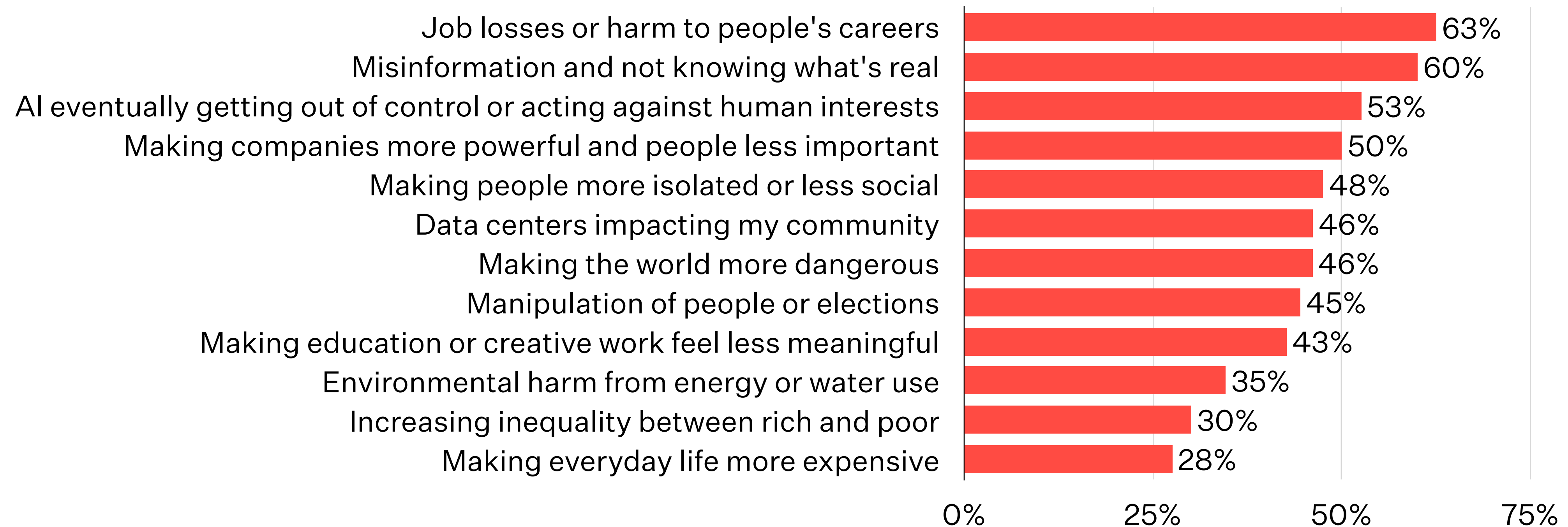
# Millennials' unique excitement for AI continues with a slight drift

Percentage of responses among Millennials: How does the concept of AI make you feel?



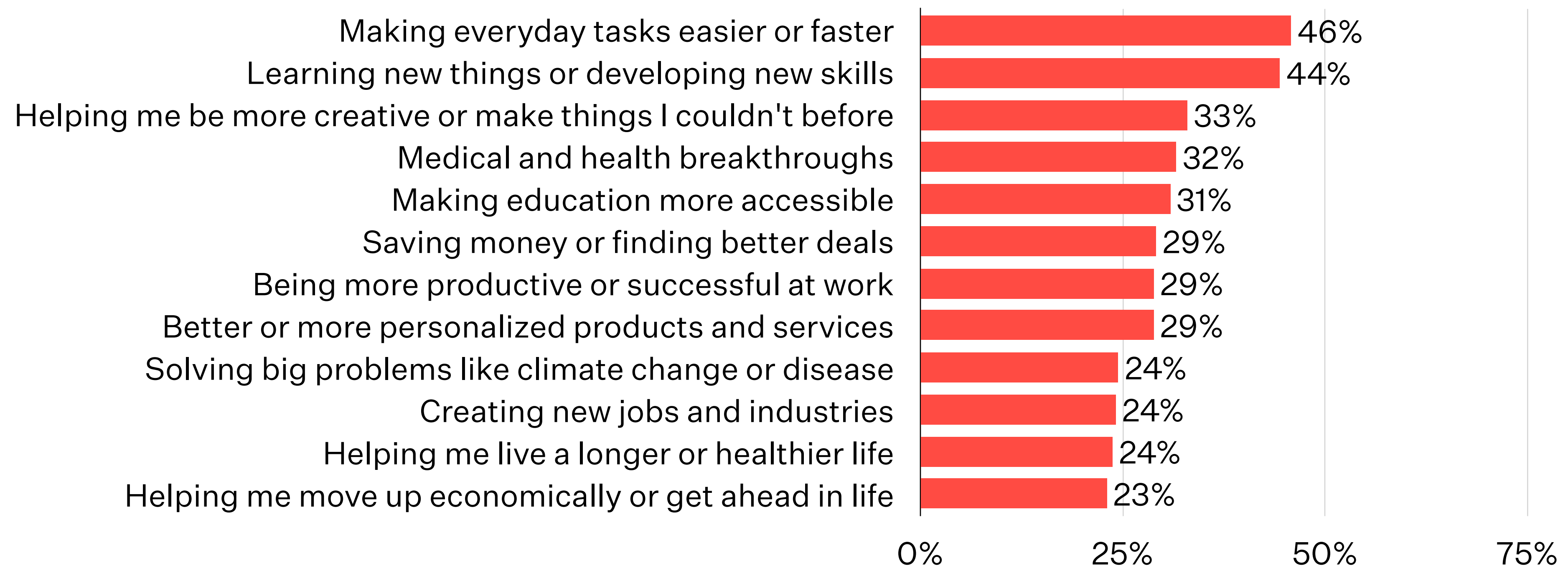
# AI skeptics are worried about job losses, misinformation, AI supremacy

You said you feel worried, scared, or stressed about AI. Which of the following best describe why?



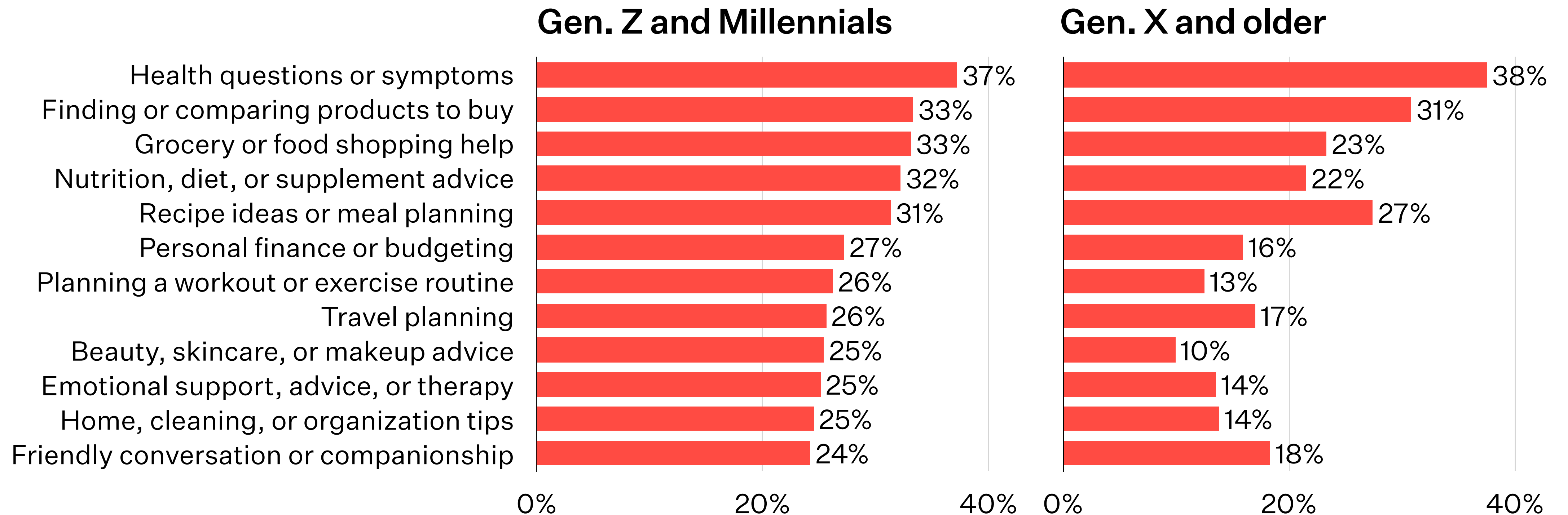
# AI optimists are excited about skills, efficiency, learning, and breakthroughs

You said you feel hopeful, excited, or happy about AI. Which of the following best describe why?



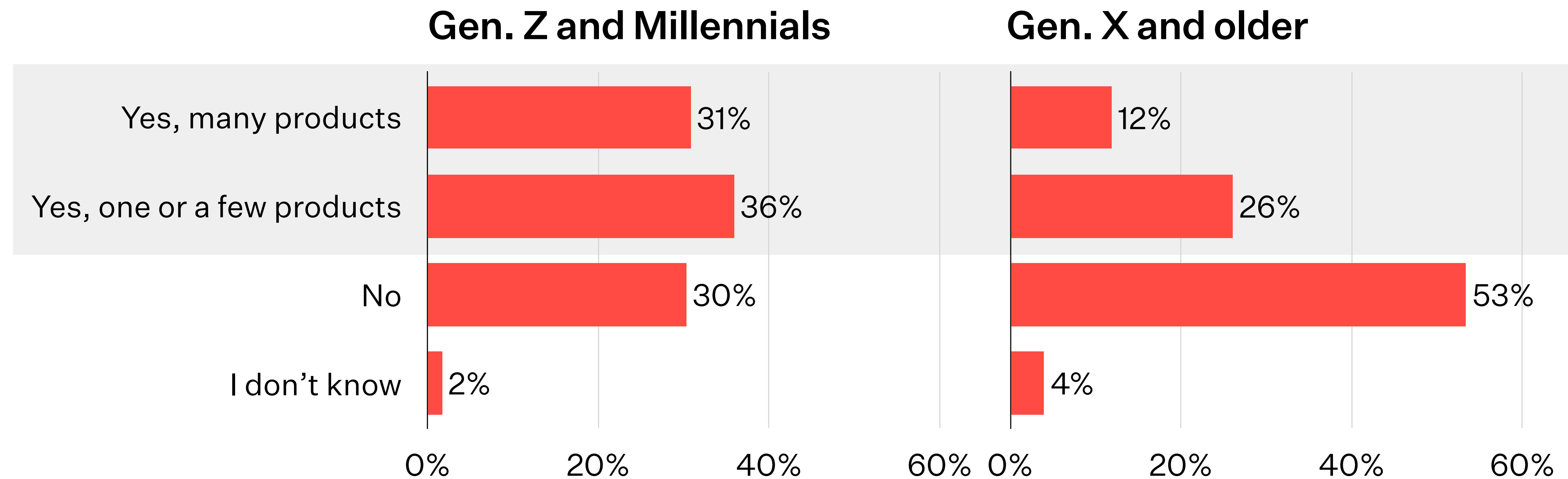
# How are consumers using AI tools? Health, shopping, food, and more

In the past 6 months, have you used AI tools like ChatGPT for...



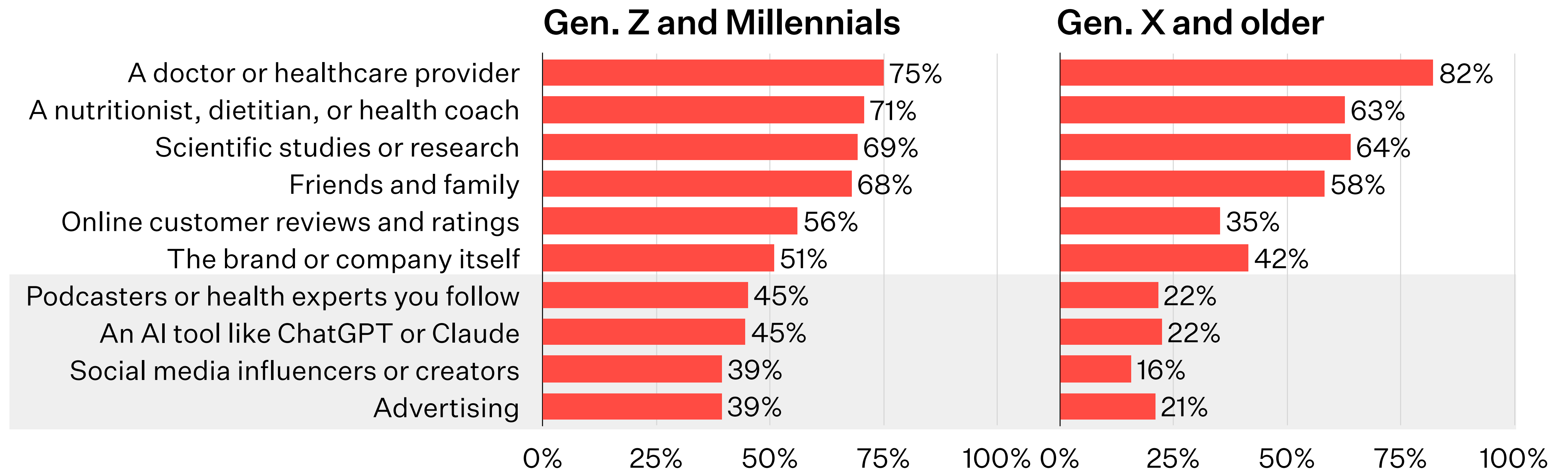
# AI chat is already driving purchases, especially among younger users

Percentage of responses among weekly active AI users:  
Have you ever purchased a product that you learned about in a chat with an AI app or tool, such as ChatGPT?



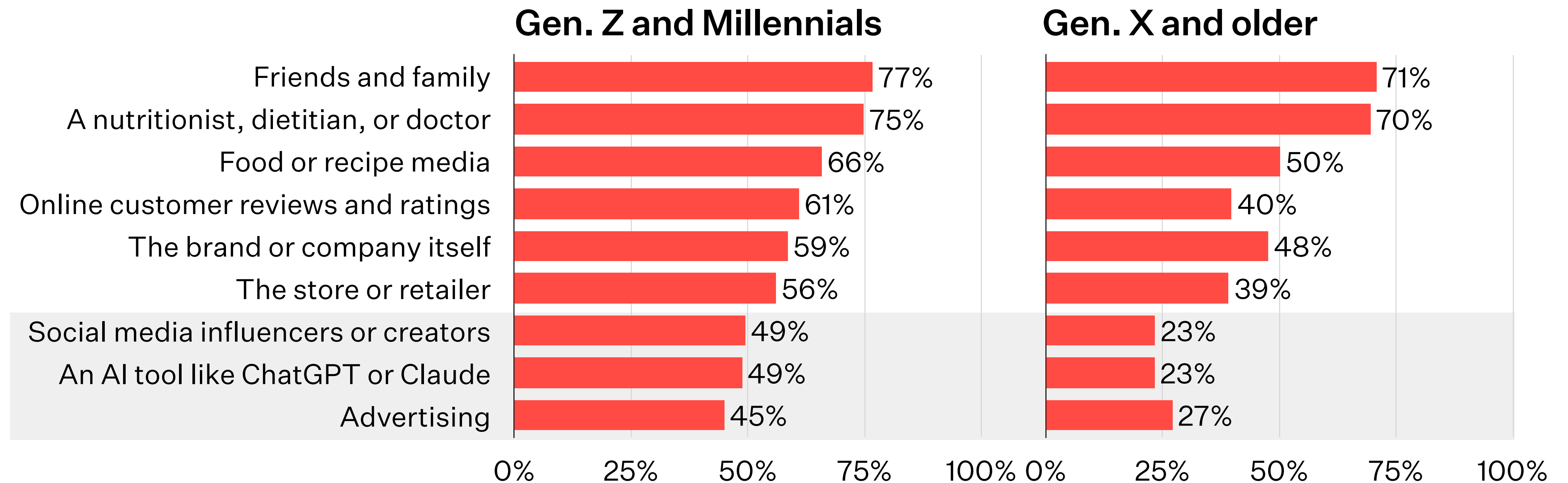
# Younger supplement shoppers are more likely to trust podcasts and AI for advice

Percentage who trust recommendations 'a lot' or 'somewhat' when deciding which vitamins or supplements to buy



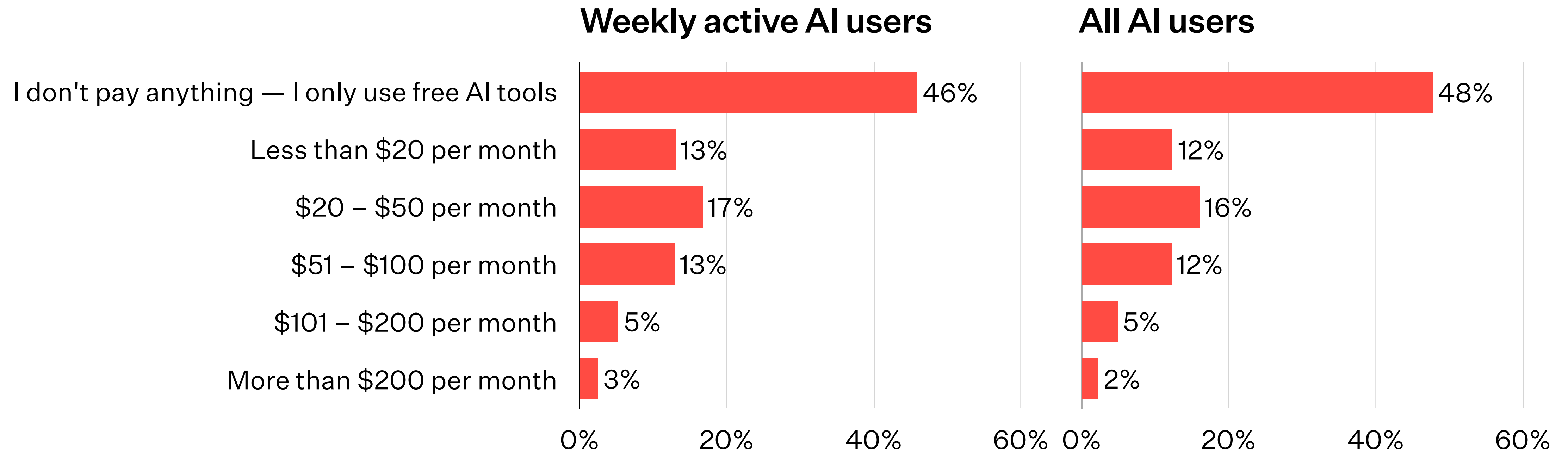
# Younger food shoppers are more likely to trust influencers and AI for grocery advice

Percentage who trust recommendations 'a lot' or 'somewhat' when deciding which food or grocery products to buy



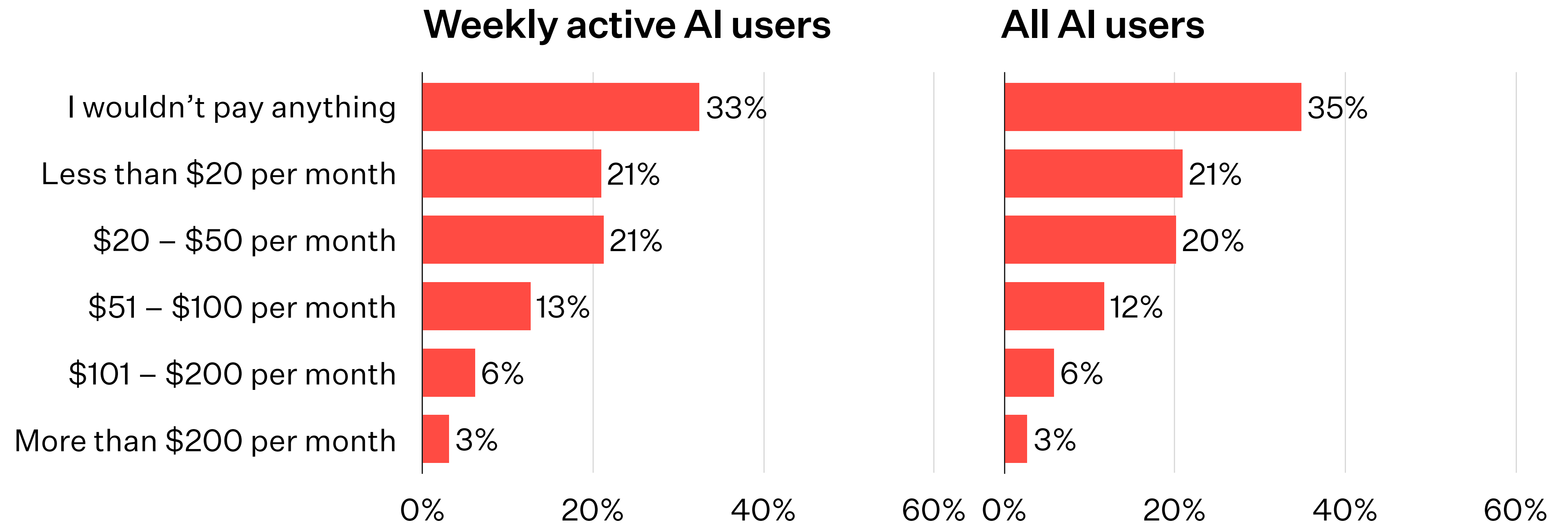
# Half of AI users say they don't currently pay for any AI tools

Percentage of responses: About how much do you currently pay each month for AI apps, tools, or services?



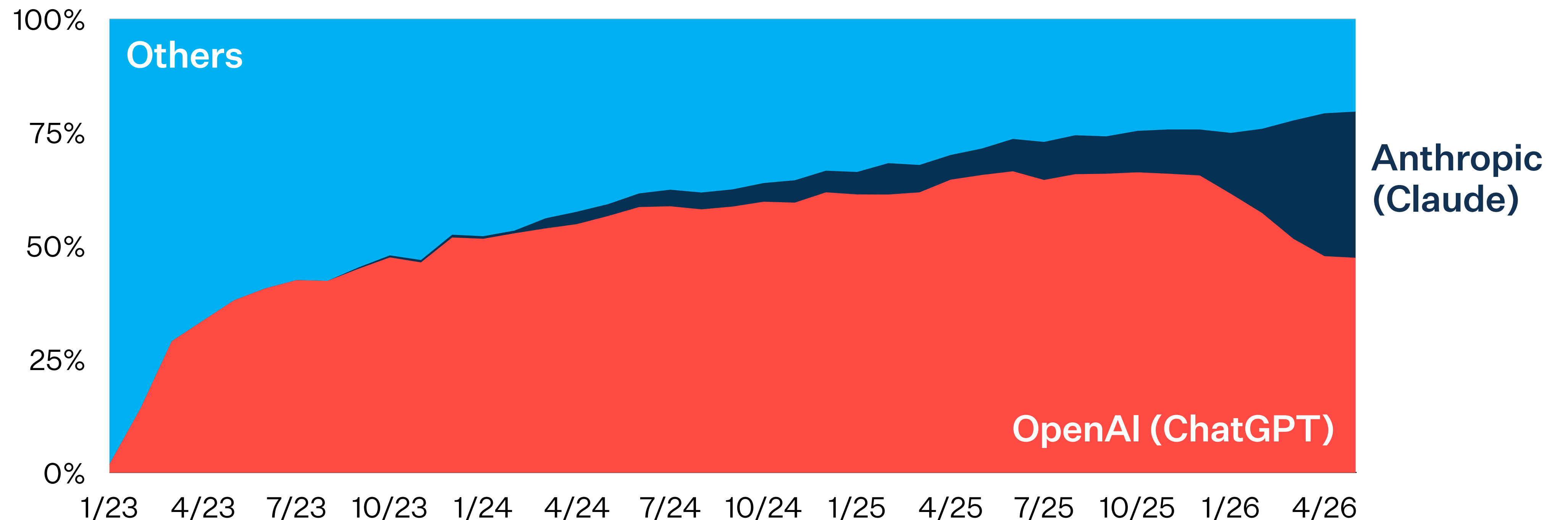
# Most active AI users would pay for tools, and some would even spend real money

What is the most you would be willing to spend each month for all of your personal AI apps, tools, or services?



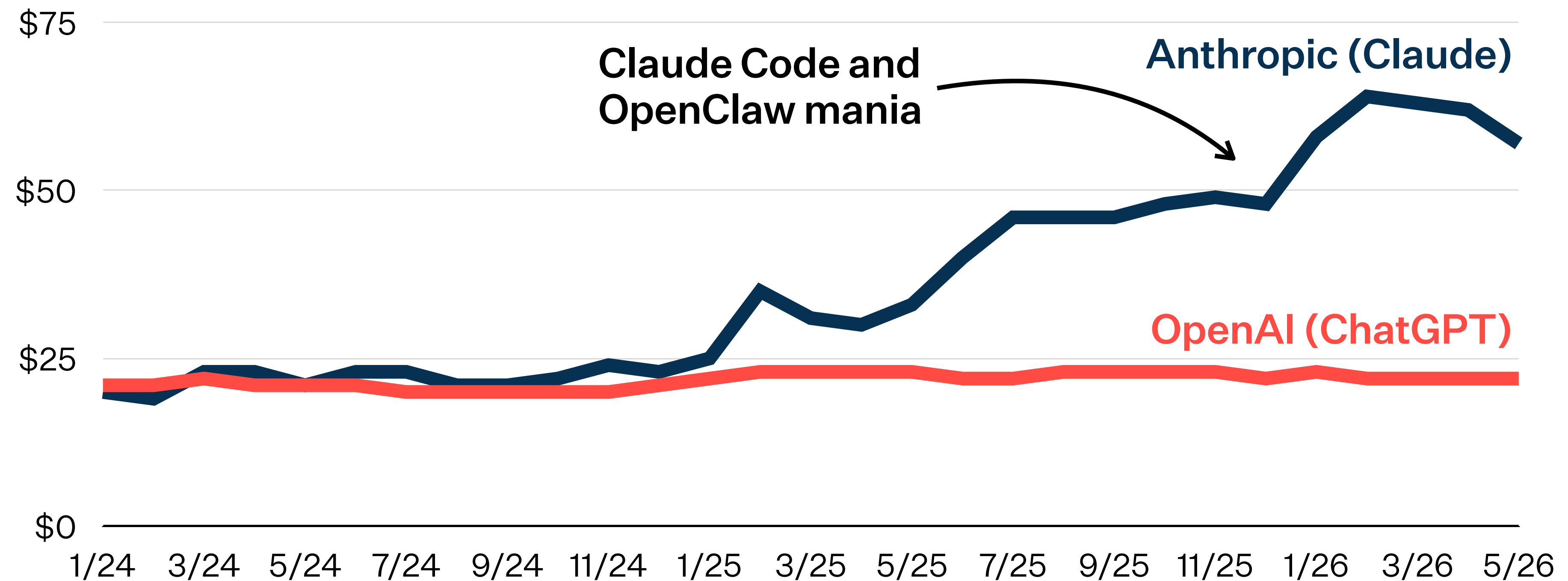
# OpenAI represents ~half of consumer AI spending as Anthropic has taken share

Share of monthly spending at OpenAI (ChatGPT), Anthropic (Claude), and 84 others — Consumer Edge



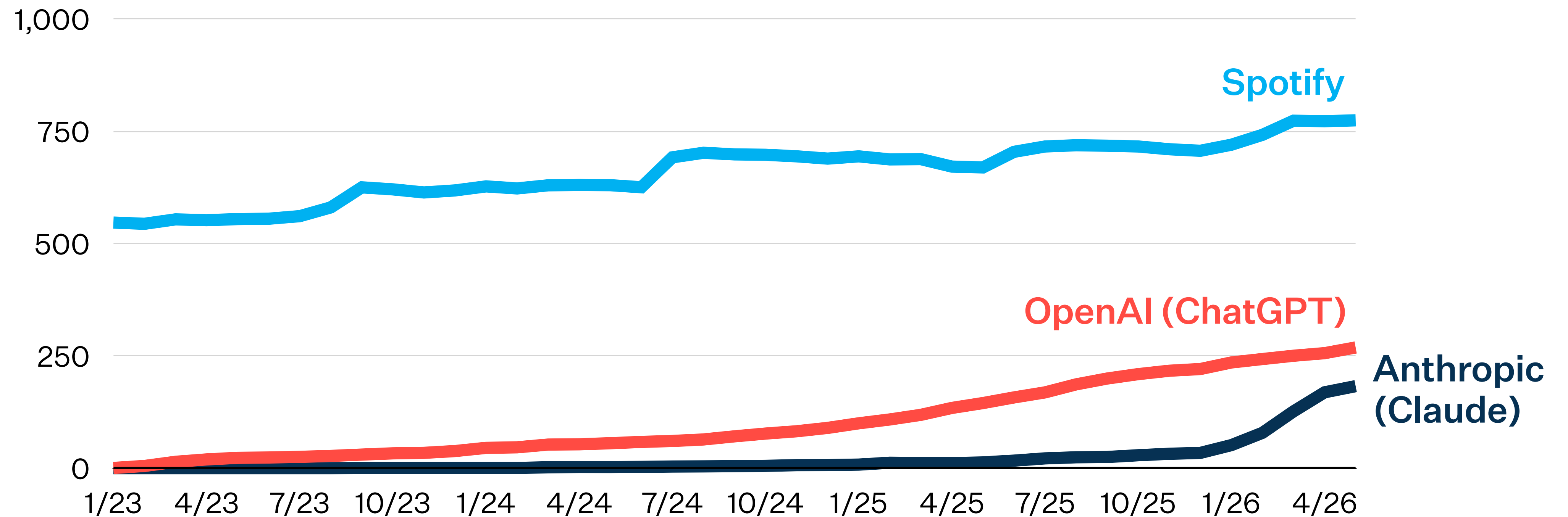
# Claude is getting consumers to spend real money on AI

## US average monthly spending per unique account at OpenAI and Anthropic — Consumer Edge



# Consumer spending on ChatGPT and Claude is now more than half of a Spotify

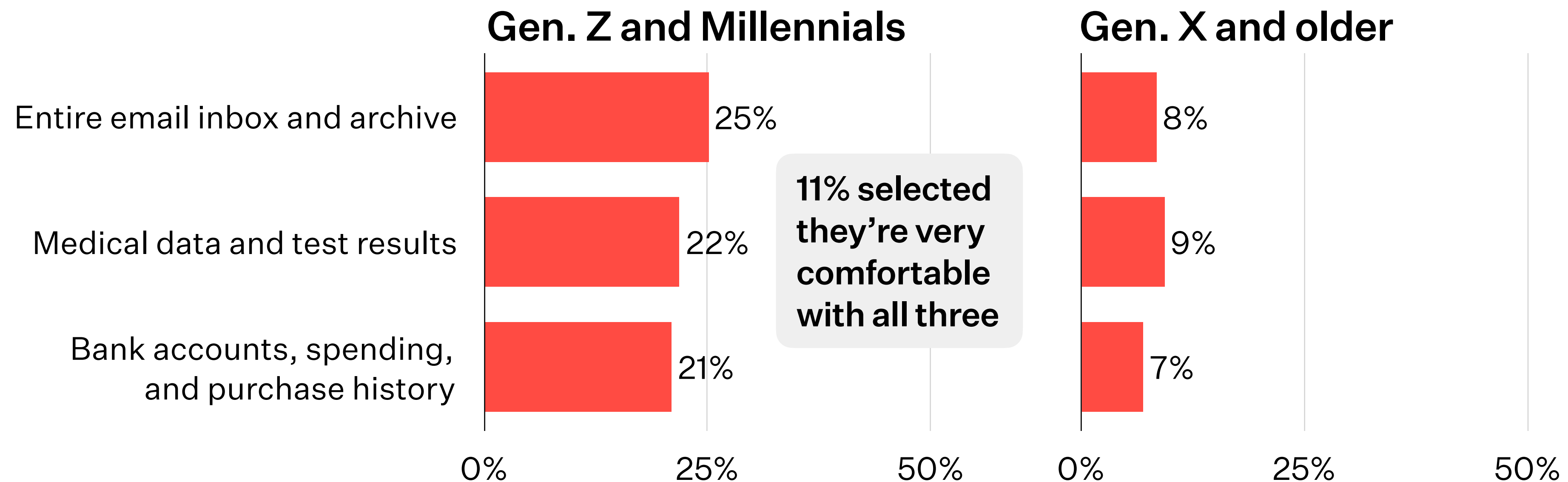
## Indexed US monthly consumer spending at OpenAI, Anthropic, and Spotify — Consumer Edge



Data: Consumer Edge transaction data. Indexed to 100 for OpenAI spend the month of January 2025.  
US consumer credit and debit cards only. Reflects direct card spending with each merchant and not spending via app stores.

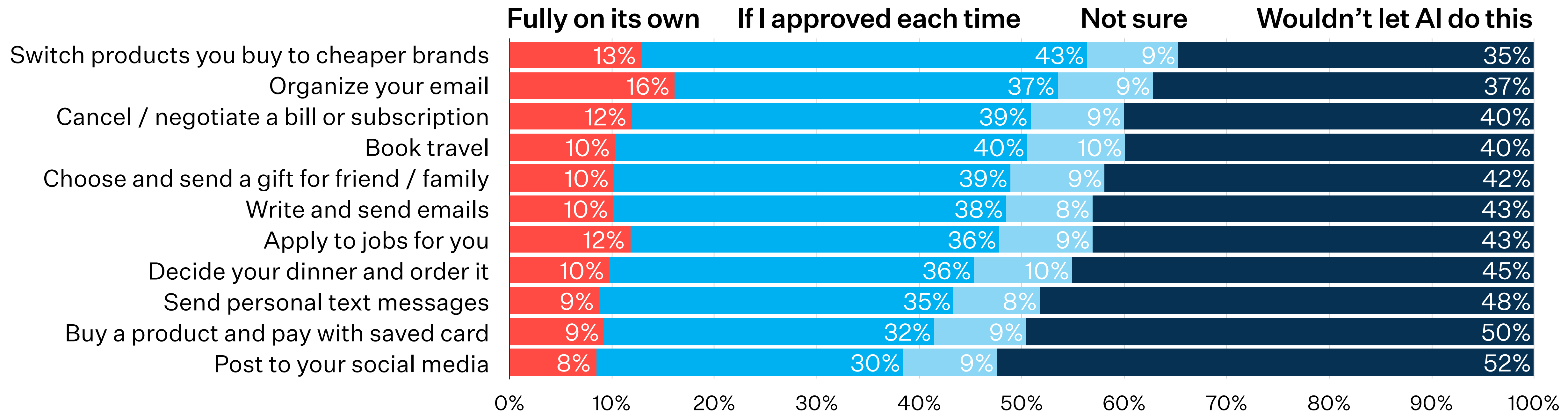
# 20%+ of Gen. Z and Millennials would share their email, medical, or financial data for better and more personalized AI

Percentage who are 'very comfortable' with AI tools having access to each type of data



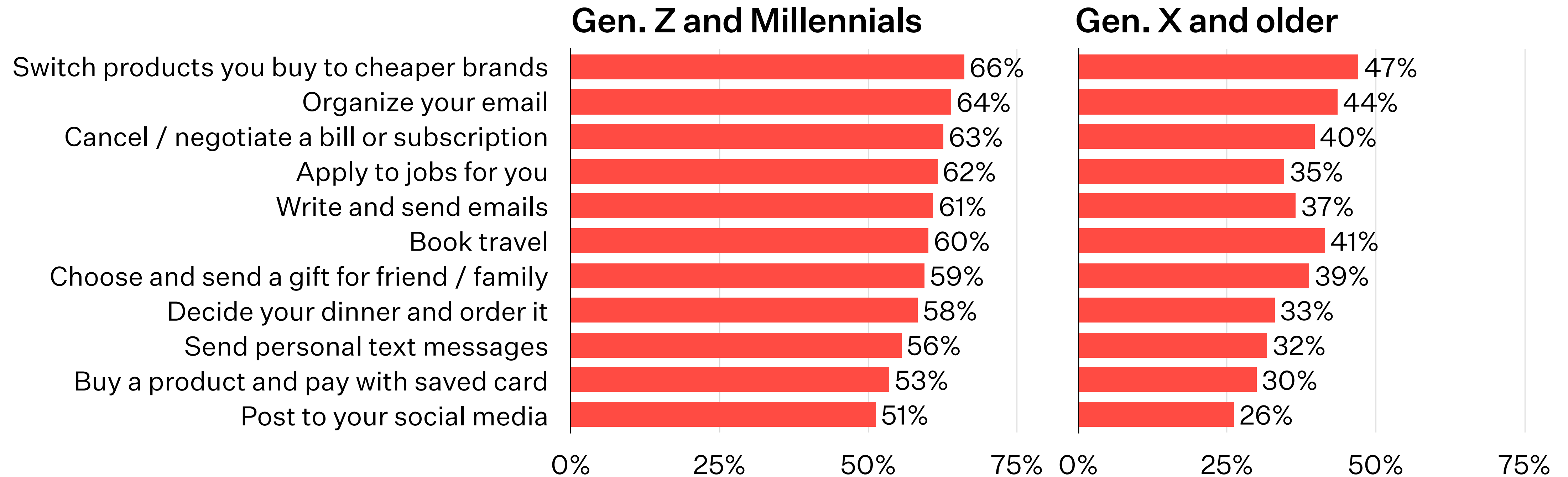
# Consumers are open to AI agents, as long as they stay in control

For each of the following, how much would you trust an AI tool like ChatGPT or Claude to actually do it for you?



# Younger consumers are more open to letting AI agents handle tasks

Percentage who would trust an AI tool like ChatGPT or Claude to do each task fully on its own or with approval each time

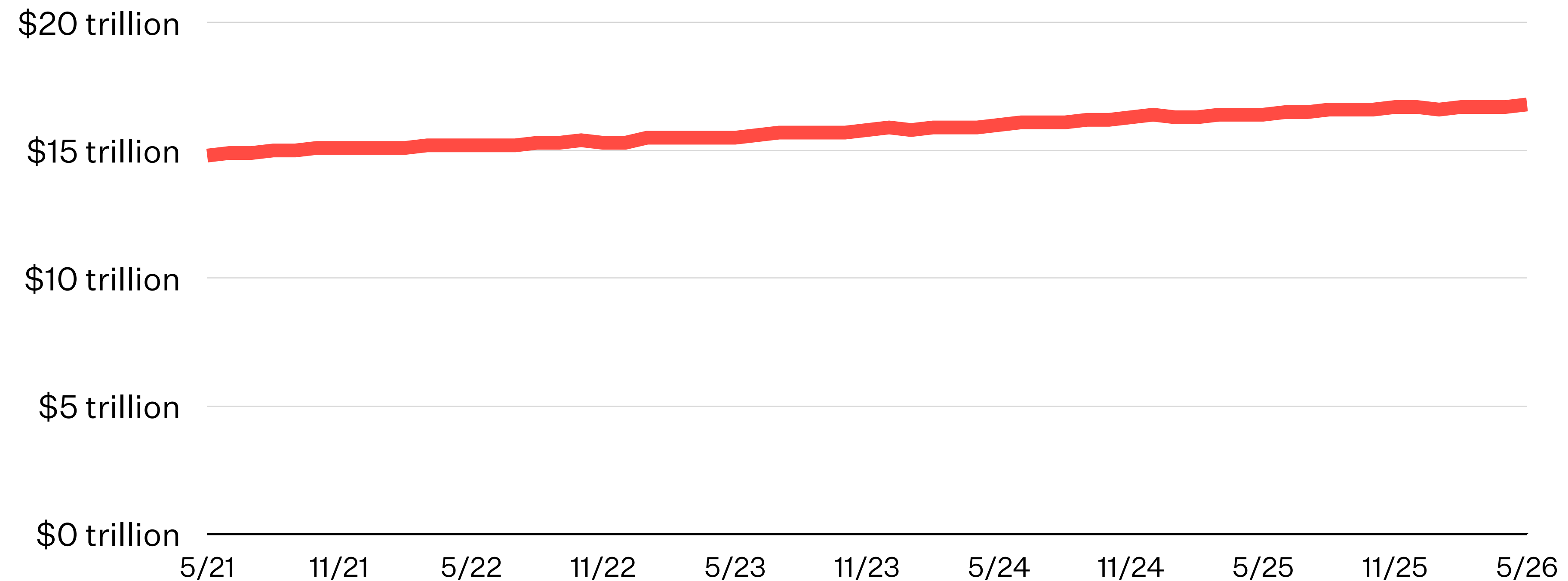


# 5

Halfway through 2026, despite the chaos, the US consumer is resilient — and, crucially, still spending.

# US consumer spending, adjusted for inflation, continues to grow

Real personal consumption expenditures in trillions of dollars



# Prime Day 2026 just set another e-commerce record

**\$26.4b**      **+9.3%**

**in online spending  
June 23–26, 2026**

**year-over-year  
growth**

**Only ~20% smaller than Thanksgiving →  
Black Friday → Cyber Monday 2025**

# Consumer Trends Life Satisfaction Score

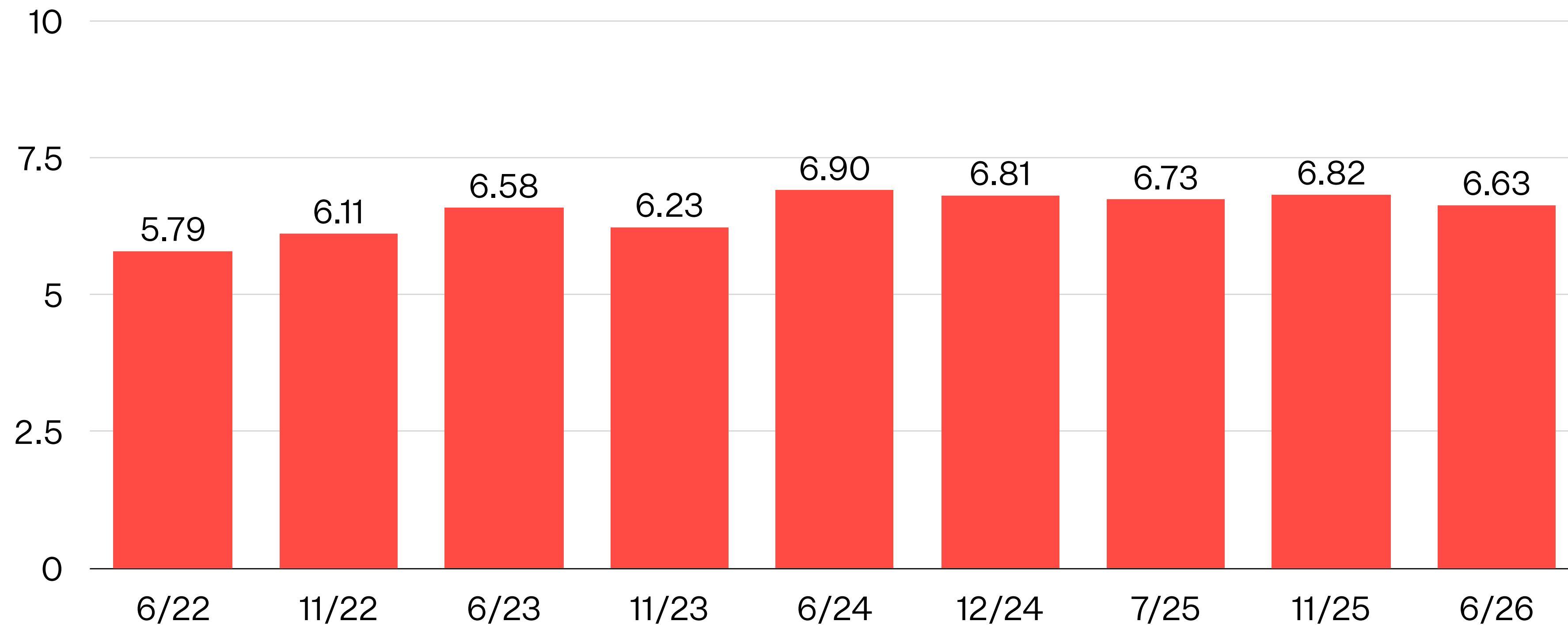
On a scale of 0 to 10, how satisfied are you  
with life as a whole these days?

6.63

Overall, June 2026

# 'Life Sat' is flattish

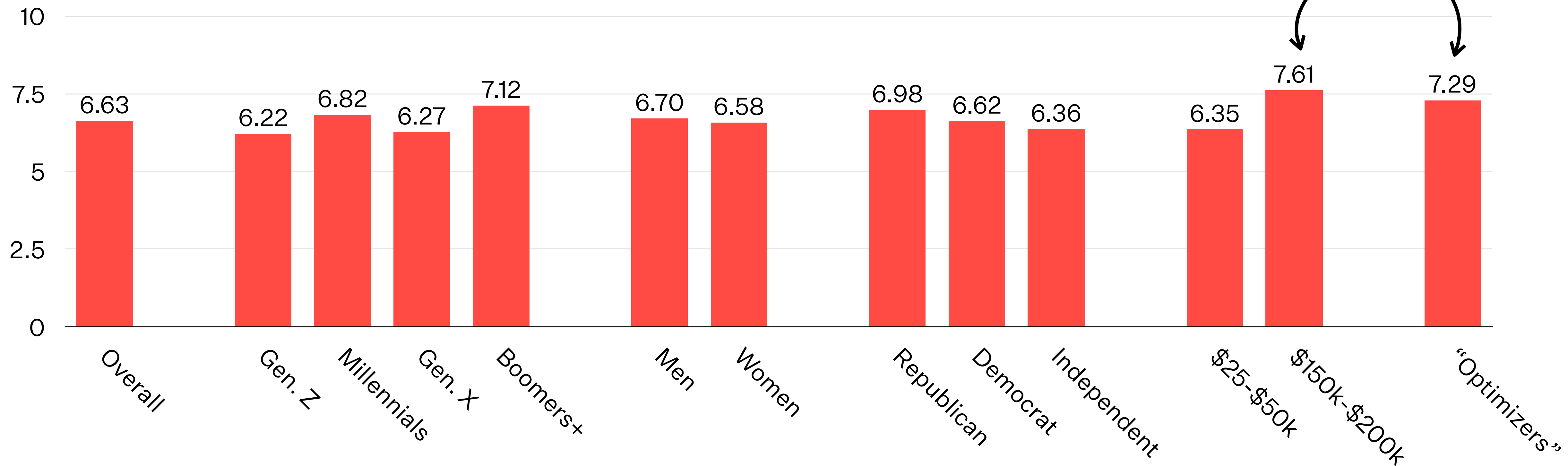
On a scale of 0 to 10, how satisfied are you with life as a whole these days?



# 'Life Sat' varies across consumer groups

On a scale of 0 to 10, how satisfied are you with life as a whole these days?

If you can't be rich, be an Optimizer!



# Special Thanks:

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Toluna • Consumer Edge

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