

A HARMONYA SIGNAL REPORT

The Fiber Signal: GLP-1 Users Are Rewriting a Legacy Category

GLP-1 users are already in the fiber aisle, naming themselves in retail reviews at the point of purchase. No brand owns them yet. What 1,058 coded consumer comments and 14 quarters of review data reveal about the whitespace still open.

1,058CODED REDDIT COMMENTS
ACROSS 16 THREADS**4-8x**GROWTH IN FIBER-
SUPPLEMENT REVIEW
VOLUME SINCE 2023**400+**FIBER UPCS ACROSS
SUPPLEMENTS, FOOD &
BEVERAGE**0 → 9**GLP-1 MENTIONS PER
QUARTER IN FIBER REVIEW
TEXT

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THE REPORT IN ONE PAGE

GLP-1 medications and dietary fiber have fused into one of the fastest-rising consumer stories in food. This report connects that conversation to the shelf, and finds a durable whitespace hiding in plain sight.

- ◆ **Two jobs drive the category.** GI comfort converts to repeat purchase; the “nature’s Ozempic” narrative earns attention but carries claim risk.
- ◆ **Dosing is the #1 unmet need.** The audience has moved past “should I” to “which one, how much.” Guidance is a position a brand can own.
- ◆ **More fiber is often wrong.** Gentle, correctly dosed, soluble-forward fiber is the most defensible unclaimed position in the category.
- ◆ **Incumbents own the fiber, not the shopper.** Legacy high-fiber foods carry near-zero GLP-1 mentions while challengers capture the conversation.

The GLP-1 shopper is already in the fiber aisle. No brand owns them yet.

That is the one takeaway this report argues. The trend is visible everywhere at once: a 7.4 million-play TikTok about fiber intake, a 10,400-upvote Reddit “fibermaxxing” thread, national press from CNBC to Women’s Health. But the decisive evidence sits at the point of purchase, in retail reviews on legacy fiber powders that now read “If you are on a GLP-1, these are a must have.” The six findings below each argue a piece of that conclusion, drawing on 1,058 coded Reddit comments, ranked video and press sets, and Harmony data spanning 400+ UPCs across supplements, food, and beverage.

19.2% SHARE OF SUBSTANTIVE REDDIT ENGAGEMENT ON DOSING, THE #1 TOPIC	0 → 9 EXPLICIT GLP-1 MENTIONS PER QUARTER IN FIBER REVIEWS, 2023 TO 2026	4.2–4.5 AVERAGE STAR RATING, STABLE ACROSS ALL 14 QUARTERS
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- 1

Two distinct jobs are driving the category. One is practical and non-negotiable: manage constipation and slowed digestion. The other is aspirational: use fiber to mimic the drug’s satiety effect, the “nature’s Ozempic” narrative. The first converts to repeat purchase; the second earns attention but carries claim risk.
- 2

Consumers have moved past “should I.” With humor stripped out, the two largest topics are dosing and product selection. The audience has accepted that it needs fiber and is now solving which product and how much: the moment brands win or lose.
- 3

The shopper is self-identifying at the point of purchase. Explicit GLP-1 mentions in fiber-product review text rose from zero across 2023 to as many as nine per quarter by 2026, while review volume grew roughly 4–8x with ratings stable. The opportunity sits in discovery and fit-for-GLP-1 positioning.
- 4

More fiber is often the wrong answer. The single most-upvoted advice in the corpus is about hydration and restraint, not volume. Because GLP-1s slow gastric transit, piling on fiber can make users feel worse. “Gentle fiber for the GLP-1 gut” is the most defensible unclaimed position in the category.
- 5

The shelf is already moving. Benefiber has shipped an explicitly labeled “Prebiotic GLP-1 Friendly Fiber” line, Metamucil is advertising into the fibermaxxing trend, and TikTok-native newcomers are capturing the lifestyle layer legacy powders have not touched.
- 6

In food, incumbents have the fiber but not the shopper. Legacy high-fiber foods (Fiber One, Raisin Bran, Frosted Mini-Wheats) hold strong ratings and deep review volume yet carry essentially zero GLP-1 mentions, while one greens-plus-fiber gummy alone carries 54. The shopper is up for grabs on shelves incumbents already own.

WHY THIS MATTERS FOR CPG LEADERS

Demand forms on social platforms first, in retail reviews second, and in syndicated data last. Teams that read the earlier signals act while the whitespace is open.

Two jobs-to-be-done, and only one of them is safe to claim

Google autocomplete is the cleanest single lens on what consumers want. “fibermaxxing” surfaces trend, diet, recipes, and weight loss. “glp-1 fiber” surfaces fiber boost, gummies, supplement, and powder. “ozempic fiber” surfaces “ozempic vs fiber” and “natural ozempic fiber.” The search data alone frames the two jobs that define this space.

JOB 1

“Keep me regular. Don’t wreck my gut on the meds.”

GLP-1s slow gastric emptying, and constipation is the dominant daily side effect. Fiber, especially soluble psyllium, plus water is the default fix. A non-negotiable, repeat-purchase companion behavior, and where products convert.

◆ CONVERTS TO PURCHASE

JOB 2

“Give me the Ozempic feeling, without or alongside the drug.”

Fiber reframed as “nature’s Ozempic”: it slows digestion, blunts appetite, and feeds satiety hormones. Aspirational and media-amplified, but scientifically softer, with vocal skeptics on every platform.

◆ ATTENTION BAIT, CLAIM RISK

The distinction matters commercially. Expert sources cite a real mechanism: dietary fiber ferments into short-chain fatty acids that stimulate endogenous GLP-1 and satiety signaling, and fiber independently slows gastric emptying. The science supports a modest, genuine satiety effect. It does not support equivalence with a pharmacologic GLP-1 agonist, and consumers police that line aggressively.

“Utter rubbish, as someone on Tirz... there is absolutely no analogue to GLP-1s.”

The commercial read: sell the GI-comfort and “close the fiber gap” job with confidence. Treat the drug-mimic narrative as cultural context that drives attention, not as a substantiated product promise.

Where the conversation lives

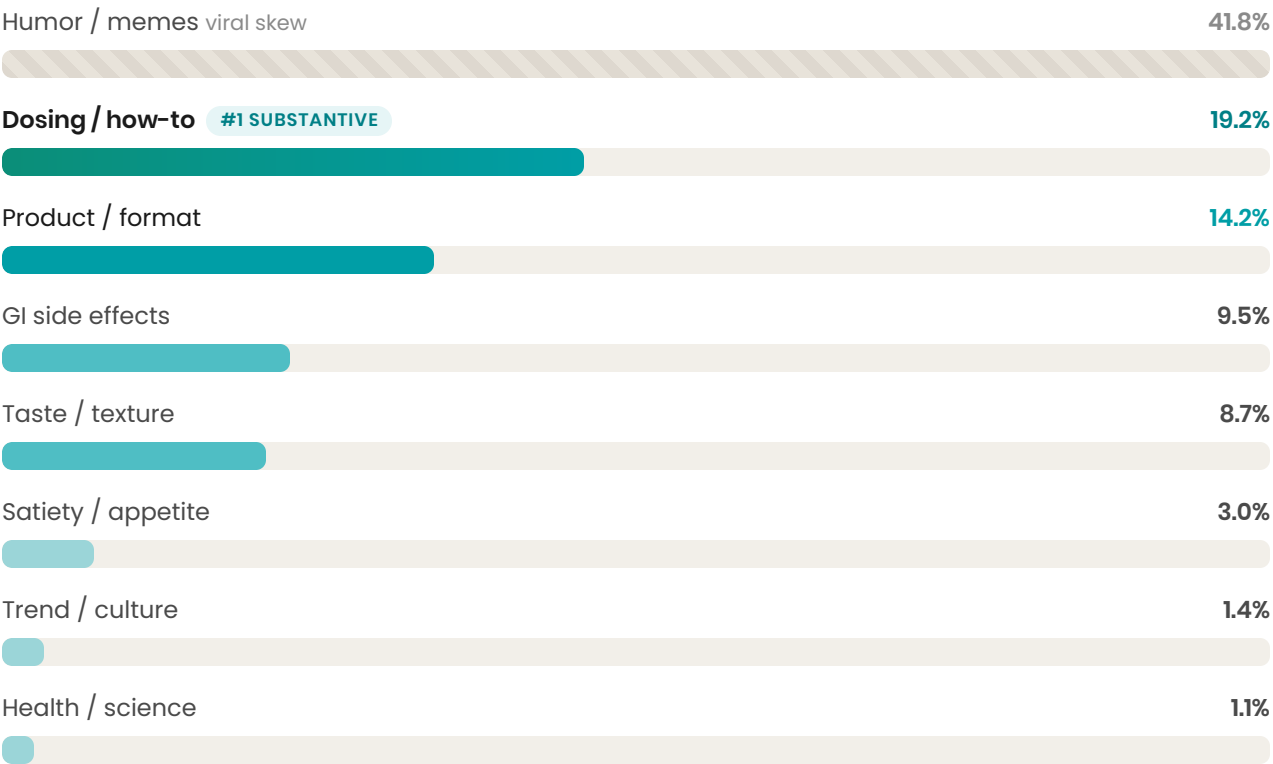
Platform	Top signal	Engagement
TikTok	@mango_stickey_rice, “I don’t play about my fiber intake”	7.4M plays
Reddit	r/HydroHomies, “Catch me fibermaxxing with my morning chia”	10,382 upvotes
YouTube	“Why You Should Be Careful With Psyllium Husk”	1.98M views
Retail review	“GLP-1 users must have this!” (Walmart, 5 stars)	Apr 2026
National press	CNBC: “GLP-1 drugs are changing how Americans eat”	National

Strip the memes, and the conversation is practical and product-centric

Across 1,058 coded comments and 27,530 upvotes, the single largest bucket is humor, inflated by one viral chia-water thread. What remains is strikingly commercial. The two highest substantive topics are dosing and how-to (19.2% of upvotes) and product and format selection (14.2%, the largest by comment volume). Consumers are now solving which one, how much, and how to avoid making things worse.

Reddit topic share, weighted by comment upvotes

n = 1,058 comments · 27,530 comment upvotes



Source: 16 Reddit threads, 1,058 coded comments, 27,530 comment upvotes. Primary topic per comment. The humor bucket is inflated by one 10.4K-upvote viral thread; substantive topics should be read against each other.

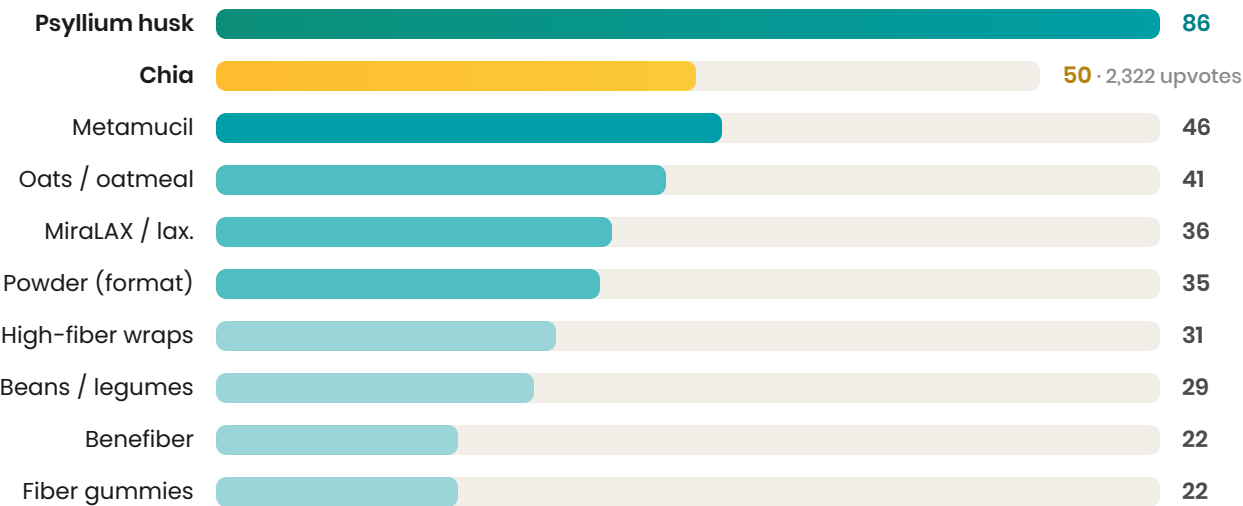
The key read: the #1 substantive topic by engagement is dosing, ahead of any brand, ingredient, or the trend itself. The audience’s biggest unmet need is guidance, and guidance is a position a brand can own.

- A notable crossover term: **“food noise”** appears 25 times in the corpus. It is the GLP-1 community’s phrase for intrusive food thoughts, and fiber is discussed as a partial lever on it. Language like this migrates from patient communities into mainstream wellness vocabulary, and brands that adopt it early sound native rather than opportunistic.

What GLP-1 users actually buy: the workhorse, the hero, and the swaps

Psyllium husk is the workhorse: the most-mentioned product in the corpus (86 comments), a daily ritual. Chia is the aesthetic hero: fewer mentions (50) but the highest engagement by far (2,322 upvotes), powered by the visual “chia water” format. Legacy brands Metamucil (46) and Benefiber (22) anchor the shelf but not the conversation, and adjacent laxatives (MiraLAX, 36) compete for the constipation dollar.

Product and ingredient mentions across 16 Reddit threads



Chia annotated with comment upvotes to show engagement outpacing volume. Flax (13 mentions) also over-indexes on engagement at 835 upvotes.

Five format winners

- 01 **Tasteless, invisible powders** stirred into water or coffee. The clearest retail-review demand signal: “tasteless, no texture, you don’t even know it’s in there.”
- 02 **Chia and basil-seed beverages**, the TikTok-native aesthetic format, held back by a real texture barrier (“frog eggs”).
- 03 **High-fiber staple swaps**: tortillas and wraps (Mission Carb Balance, named unprompted), bread, pasta, and a “beans rebrand.”
- 04 **Combos**: fiber plus protein is a recurring consumer formula, and fiber plus collagen already exists on shelf (Metamucil, Bellway).
- 05 **Gummies**: lower engagement, but a genuine convenience and compliance format, especially for the constipation job.

“More fiber” is the wrong answer, and consumers are learning it the hard way

The most important nuance in the entire corpus: on a GLP-1, adding more fiber is frequently counterproductive. Because the medication already slows gastric transit, a heavy fiber load can worsen bloating, nausea, and blockage. The community has figured this out on its own, and its most-upvoted advice reflects it.

“Make sure you mix them with enough water or they will clog your bum cause they absorb so much water.”

R/HYDROHOMIES · 2,747 UPVOTES · THE SINGLE MOST-UPVOTED ADVICE IN THE CORPUS

“Fiber is good, but more fiber is not always the answer. Especially not all at once... digestion is already slower, and a huge fiber load just sits there.”

R/GLPIMEALS · THREAD OP

“Ozempic can cause gastroparesis... so fiber may actually make things worse because of the longer transit time.”

R/TIFU · 113 UPVOTES

“I do 1 tbsp with about 17 ounces of water, and keep drinking water throughout the day.”

R/HYDROHOMIES · 1,292 UPVOTES

This is why dosing and how-to is the #1 substantive topic by engagement. The category’s biggest unmet need is gentle, correctly dosed, well-hydrated, soluble-forward fiber that will not make the user feel worse, rather than simply more fiber. No incumbent owns this position today.

THE WHITESPACE IN ONE LINE

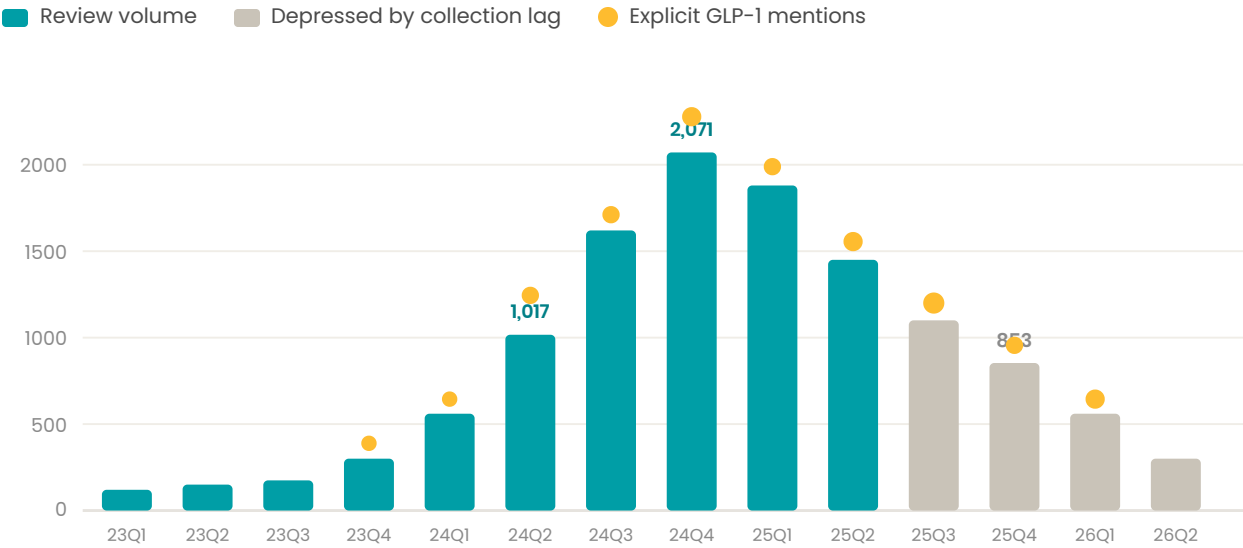
Benefiber holds the literal “GLP-1 Friendly” label, but a gentleness and tolerance position out-flanks a compatibility label. “Won’t wreck your stomach” is a functional-comfort claim a brand can substantiate, not a drug claim it has to defend.

The caution narrative is also the trend’s built-in backlash hedge. Mainstream coverage has already turned, from “5 Reasons the Fibermaxxing Trend Is Making You Feel Worse” to a 1.98 million-view YouTube video on psyllium husk risks. When a trend’s correction cycle arrives, the brand positioned on moderation and guidance is the one it promotes.

The GLP-1 shopper is self-identifying inside product reviews

Social conversation is an early signal. The stronger commercial evidence sits at the point of transaction. Drawing on Harmony’s corpus of normalized retail reviews, this analysis tracked 154 Metamucil and Benefiber UPCs across Walmart, Target, Amazon, and Kroger over 14 quarters.

Fiber-supplement review volume by quarter, with explicit GLP-1 text mentions



Gold dots: explicit GLP-1 / weight-loss drug mentions in review text. Gray bars (2025Q3 onward) are partly depressed by collection lag; do not read as decline.

4–8x

REVIEW VOLUME GROWTH FROM 2023 BASELINE TO THE PLATEAU

4.2–4.5

AVERAGE RATING, STABLE EVERY QUARTER: THE PRODUCTS WORK

0 → 9

EXPLICIT GLP-1 TEXT MENTIONS PER QUARTER, 2023 TO 2026 Q1

- ◆ **Catalog signal:** the shelf is re-labeling toward this shopper. Benefiber has shipped “Prebiotic GLP-1 Friendly Fiber” stick packs and caplets, Metamucil has extended into Daily Fiber + Collagen, and Bellway is pairing psyllium with collagen. Absolute GLP-1 counts stay small because most reviewers never name their medication; the direction is the signal.

The food-aisle split: incumbents own the fiber, challengers own the shopper

Fiber demand does not stop at the supplement shelf. Searching Harmony’s review corpus for fiber mentions across food and beverage products (250 UPCs ranked and deduplicated) shows the behavior is broadest in cereal, then snack bars, functional pasta, prebiotic soda, functional yogurt, and greens-plus-fiber gummies. Catalog tags agree: fiber appears mostly as ingredient tags, plus one large format tag, Prebiotic Soda, spanning 303 UPCs across 30 brands.

Top food and beverage products by fiber-mentioning reviews (deduplicated)

Category	Product	Reviews	Rating	GLP-1
DTC supplement	Love Wellness Sparkle Fiber	1,536	4.78	5
Cereal	Fiber One Original Bran	749	4.69	0
Cereal	Kashi GO Protein + Fiber	541	4.35	3
Snack bar	Fiber One Chewy Bars	406	4.66	1
Functional gummy	Grüns Greens + Fiber Gummies	339	4.81	54
Yogurt	Ratio Pro-Fiber	219	4.41	3
Cereal	Kellogg’s Raisin Bran	211	4.71	0
Cereal	Frosted Mini-Wheats	194	4.89	0
Pasta	GM Carbe Diem (low-carb)	126	4.61	1
Prebiotic soda	Olipop Root Beer (9g fiber)	99	4.54	0

Source: Harmony review corpus, deduplicated on review text and date. All-Bran Buds (192), Kraft PowerMac (157), and Barilla Chickpea Pasta (143) also register. Raw counts run 4-10x higher due to retailer syndication.

The standout finding: legacy high-fiber foods own the fiber and the ratings (Fiber One 4.69, Mini-Wheats 4.89, Raisin Bran 4.71) but carry essentially zero GLP-1 mentions. The conversation concentrates in newer, purpose-built functional products, and Grüns greens-plus-fiber gummies alone carries 54 GLP-1-naming reviews, by far the most in the study.

“As a physician... on GLP agents now for 2 years... I have had the usual GI motility and hydration issues... I tried Grüns...”

GRÜNS GREENS + FIBER · 5 STARS · MAY 2026

“Loved the penne. Nice to have pasta back. High protein and fiber. Great for a GLPI user. What a treat.”

GM CARBE DIEM PASTA · 5 STARS · JAN 2026

● The winning food formula is fiber plus a second functional hook: protein, prebiotic gut health, greens, or low-carb. Fiber alone is table stakes; the pairing earns the basket.

What the reviews say, in the shopper’s own words

★★★★★

“GLP-1 users must have this! ...I take this every morning in my water. It’s tasteless, has no texture and you don’t even know it’s in there... regular as clockwork.”

5 STARS · WALMART · APRIL 2026

★★★★★

“GLP-1 Digestion Miracle... on GLP-1 medication for about 3 months and struggling with regularity... regular every day since!”

5 STARS · AMAZON · MAY 2026

★★★★☆

“My patients on Wegovy say it helps promote regular bowel movements.”

3 STARS · TARGET · NOV 2025 · A HEALTHCARE PROVIDER

★★★★★

“I read that fiber helps food stay in your stomach longer and you feel full similar to Ozempic... It’s working for me... not hungry and eating less.”

5 STARS · WALMART · JAN 2024 · THE “NATURAL OZEMPIC” BELIEF

Reviewers consistently prize two things: invisibility (tasteless, no grit, dissolves clear) and regularity outcomes (works without diarrhea). That is the language of tolerance, not transformation, and it maps directly to the gentle-fiber whitespace.

The same behavior, five different languages

Platform	Language of...	Signature phrases
Retail reviews	Does it work, is it easy	“tasteless,” “no texture,” “regular,” “GLP-1 must have”
Reddit	Dosing and GI reality	“psyllium husk,” “soluble vs insoluble,” “food noise”
TikTok	Lifestyle and identity	“fiber-maxxing,” “I don’t play about my fiber intake”
Trade press	Category strategy	“close the fiber gap,” “GLP-1 consumers,” “beans rebrand”
YouTube / pods	Mechanism, credibility	“satiety circuit,” “SCFA,” “GLP-1 release”

The pattern: the further from the point of purchase, the more the language shifts from “will it upset my stomach” to “it’s my identity” to “it’s the next big category.” A brand that translates the retail language into the TikTok aesthetic wins both the shelf and the feed.

The shelf is moving faster than the strategy decks

Incumbents, startups, and adjacent categories are all converging on this shopper, from different directions and with different degrees of commitment. Google autocomplete confirms consumers benchmark fiber against the medication itself (“ozempic vs fiber”). The competitive frame includes the drug, not just other fiber brands.

Player	Position	Read against the whitespace
Metamucil (P&G)	Incumbent psyllium anchor; Daily Fiber + Collagen; advertising into fibermaxxing	Owns “psyllium.” Does not yet own “gentle” or the GLP-1 shopper.
Benefiber (Haleon)	Shipped explicit “Prebiotic GLP-1 Friendly Fiber” stick packs and caplets	First mover on literal GLP-1 labeling, but compatibility is not gentleness.
Generic psyllium	The most-mentioned workhorse (Kirkland, store brands)	Price and efficacy play; no brand story to defend.
Mia (DTC)	“Fiber-first” protein shake to “close the fiber gap” for GLP-1 users	Validating the companion lane. Shelf and mass retail remain open.
LOAM, Eden	Functional-fiber newcomers, TikTok-native, MD-creator partnerships	Owning the creator layer legacy powders have not entered.
Mission Carb Bal.	High-fiber tortillas, named repeatedly and unprompted	Winning the staple-swap job by name in a fragmented set.
MiraLAX, Colace	Adjacent osmotic laxatives and stool softeners	Direct rival for the constipation dollar; consumers debate fiber vs these.

WHAT THE TRADE ALREADY SEES

One New York Times observation, circulating on Bluesky, captures the convergence: premium flour producers are benefiting from fibermaxxers, GLP-1 takers, and less-processed-food adherents all at once. Three consumer movements pull the same ingredient, reaching well beyond the supplement aisle into baking, pasta, tortillas, beverages, and beans.

THE MACRO FRAME

CNBC: GLP-1 drugs are changing how Americans eat, and food companies are racing to catch up.

FoodNavigator-USA: beans get a rebrand as companies tap fibermaxxing.

Retail programs live: Publix GLP-1 brochures, Walgreens GLP-1 support content.

Seven whitespace positions, ranked

1

Gentle fiber for the GLP-1 gut

No brand owns low-dose, soluble-forward, easy-to-tolerate, hydration-guided fiber. The durable, defensible position: a functional-comfort claim, not a drug claim. A gentleness angle out-positions Benefiber's literal "GLP-1 Friendly" label.

2

The "close the fiber gap" daily companion

A daily GLP-1 ritual product: add-to-water or add-to-coffee stick packs, where tasteless and invisible is retail-proven demand. Mia is validating this in DTC; shelf and mass retail are open.

3

A palatable beverage that solves the texture barrier

Chia water is the trend's aesthetic flagship and its biggest tolerance complaint ("frog eggs"). Basil-seed and gel-tolerance innovation can capture the TikTok-native format without the texture penalty.

4

High-fiber staple swaps, claimed by name

Tortillas, wraps, bread, pasta, and the beans rebrand. Mission Carb Balance is already winning unprompted word-of-mouth; the rest of the category is fragmented and unclaimed.

5

The creator and lifestyle layer

Functional newcomers capture TikTok identity while legacy powders stay off the platform. MD-creator partnerships pair credibility with reach, and physician participation is already normalized.

6

The incumbent food opportunity

Legacy high-fiber foods already own the fiber and ratings of 4.6-4.9 yet carry near-zero GLP-1 mentions while Grüns has 54. A GLP-1-companion claim on an existing cereal, bar, or pasta is the lowest-cost, highest-return move available. Watch whether General Mills, Kellanova, or Post move first.

7

Fiber plus a second hook

The winning food formula pairs fiber with protein (Kashi GO), prebiotic gut health (Olipop), greens (Grüns), or low-carb (Carbe Diem). Fiber alone is table stakes; the pairing earns the GLP-1 basket.

Early indicators worth monitoring

The signals below are leading indicators, visible in review text, search suggestions, catalogs, and creator activity months before they surface in syndicated sales data. Each is trackable today.

THE WATCHLIST

- ◆ Quarterly growth in explicit GLP-1 and Ozempic mentions inside fiber-product review text (currently 5-9 per quarter on the supplement set and climbing; the leading behavioral signal).
- ◆ Whether GLP-1 mentions begin appearing in reviews of legacy high-fiber foods, the clearest sign the narrative gap is closing, or that a major food manufacturer has started claiming it.
- ◆ Google autocomplete promoting “glp-1 fiber gummies” and “fiber boost” to top suggestions; these name the product concepts consumers reach for next.
- ◆ More incumbents adding “GLP-1 Friendly” or “gentle” claims to packaging, and any GLP-1 language attaching to existing cereal, bar, or pasta SKUs.
- ◆ TikTok brand-tag velocity for functional-fiber startups (creator spend follows).
- ◆ Rising “fibermaxxing made me feel worse” coverage, which is exactly why the gentle-fiber position is the safe one when the correction cycle arrives.

WHAT THIS MEANS FOR INSIGHTS AND CATEGORY TEAMS

The fibermaxxing arc is a repeatable pattern, and GLP-1 is running the same play across dozens of categories at once: protein, hydration, portion formats, snacking, meal replacement. The teams best positioned to respond are the ones tracking how demand language moves from creator platforms into review text on specific UPCs, because that transition is the moment a cultural trend becomes a purchase behavior.

For a category manager, the food-aisle finding is the actionable one: shelf-proven products with strong ratings are sitting on an unclaimed narrative. For an insights leader, the review-velocity method is the durable one: the same analysis runs on any brand set, any category, and any retailer, quarter after quarter.

How this intelligence was built

This report reads demand where it forms (social platforms, search, creator content, press) and validates it where it transacts (retail reviews connected to specific UPCs). Social conversation tells you what the market is saying. Review data connected to products tells you whether the behavior is real, which products it attaches to, and whether satisfaction is holding. That is the difference between a signal and a profile.

Source	Scope in this analysis
Reddit	16 full threads read and coded: 1,058 comments, 27,530 comment upvotes; 395 unique posts ranked across 20+ subreddits including r/Ozempic, r/Zepbound, r/Mounjaro, r/GIplmeals, r/loseit, and r/Supplements. Upvote-weighted topic coding surfaces what the community endorses, not just what it posts.
Harmonya review data	154 Metamucil and Benefiber UPCs resolved and deduplicated, with 14 quarters of review volume, average rating, and negative-review counts; plus 250 food and beverage UPCs where reviews mention fiber, ranked and mapped to product names and categories, with false positives removed by hand. GLP-1 verbatims extracted across both sets, alongside Harmonya’s fiber-claim tag landscape. Sourced from Harmonya’s corpus of 103M+ normalized consumer reviews connected to products at the UPC level.
Video & audio	36 YouTube videos ranked by views with 4 full transcripts; 33 TikTok videos across #fibermaxxing, #glpl, and #ozempicdiet with play counts; the GLP-1 podcast ecosystem mapped with 4 spoken-word transcripts read.
Search & press	13 Google autocomplete prefixes mined for live intent; 464 Google News items screened to roughly 40 unique on-topic headlines across CNBC, TODAY, New Scientist, FoodNavigator-USA, and trade press.
Other platforms	133 unique Bluesky posts with engagement; approximately 20 Quora threads.

Reading notes and limitations

No sales data was pulled; velocity claims rest on review counts (Harmonya data) and public engagement metrics, with publication statements labeled as external context. Recent review quarters (2025 Q3 onward) are partly depressed by collection lag and should not be read as decline. Twitter/X was unavailable this run; Bluesky serves as the microblog proxy. Academic literature was checked through expert spoken-word sources rather than a systematic review; before making any satiety efficacy claim in market, a formal literature pass is recommended. The evidence supports gentle satiety and GI-regularity benefits; it does not support equivalence with GLP-1 medication.

 **A note on data provenance:** the review velocity, food and beverage rankings, and verbatim data in Sections 5, 6, and 7 come from Harmonya’s own normalized review corpus, not from public scraping. That makes the numbers reproducible, auditable, and immune to platform bot-blocking, which matters when intelligence has to survive scrutiny in front of a retail partner or an executive committee.

The whitespace won't stay open

The fibermaxxing story is a case study in how demand now forms: coined on TikTok, stress-tested on Reddit, monetized by startups, and only then visible in syndicated data. By the time a trend shows up in quarterly sales reporting, the whitespace has usually been claimed.

Harmonya exists to close that gap. Harmonya enriches 40M+ products across 17,000+ attributes at the UPC level and connects 103M+ consumer reviews to product-level intelligence, helping enterprise CPG and retail teams understand what's driving their categories and apply those insights to assortment, promotions, innovation, and competitive positioning.

DEMAND INTELLIGENCE

What is growing, where is the whitespace, and how do I compete: demand themes sized and benchmarked across your portfolio and your competitors'.

CONSUMER INTELLIGENCE

What people are saying, feeling, and wanting: social conversation and review sentiment connected to the specific products they describe.

ATTRIBUTE INTELLIGENCE

What is true about your products: measured and maintained attributes, from fiber grams to claims, coded consistently across your catalog.

The analysis in this report, from review velocity on named UPCs to whitespace ranking, is the kind of question Harmonya's Intelligence Modules answer on demand for any category, any brand set, and any retailer.



See what this lens shows in your category.

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