

NOOM

The Noom Psychosocial GLP-1 Report

HOW GLP-1S AND HABITS DRIVE LASTING CHANGE

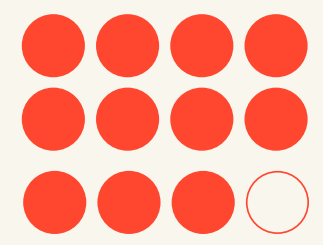


The Problem with GLP-1s: Most People Stop and Regain the Weight.

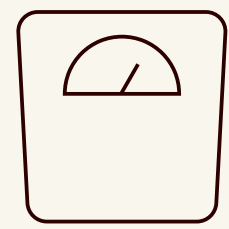
GLP-1s can drive powerful short-term weight loss. But for many people, the weight returns after stopping.

The real opportunity isn't the medication—it's the window it creates.

By quieting cravings and reducing food noise, GLP-1s free up mental space to build healthier routines. The habits formed during that window are what determine whether results last.



11 in 12
stop within
3 years¹



**18 months
after stopping
GLP-1s, most
regain the weight²**

We surveyed ~5,000 current and former GLP-1 users to understand what's really happening beyond the prescription. This report captures the key insights.

From Medication to Lasting Change



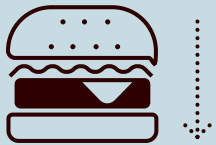
THE ROADMAP

- 1 OPEN**
GLP-1s create a rare moment where change gets easier
- 2 BUILD**
Small habits become lasting routines
- 3 SUSTAIN**
Keeping the weight off
- 4 TRANSFORM**
Identity, mindset, and daily life improve

A Powerful Window For Change

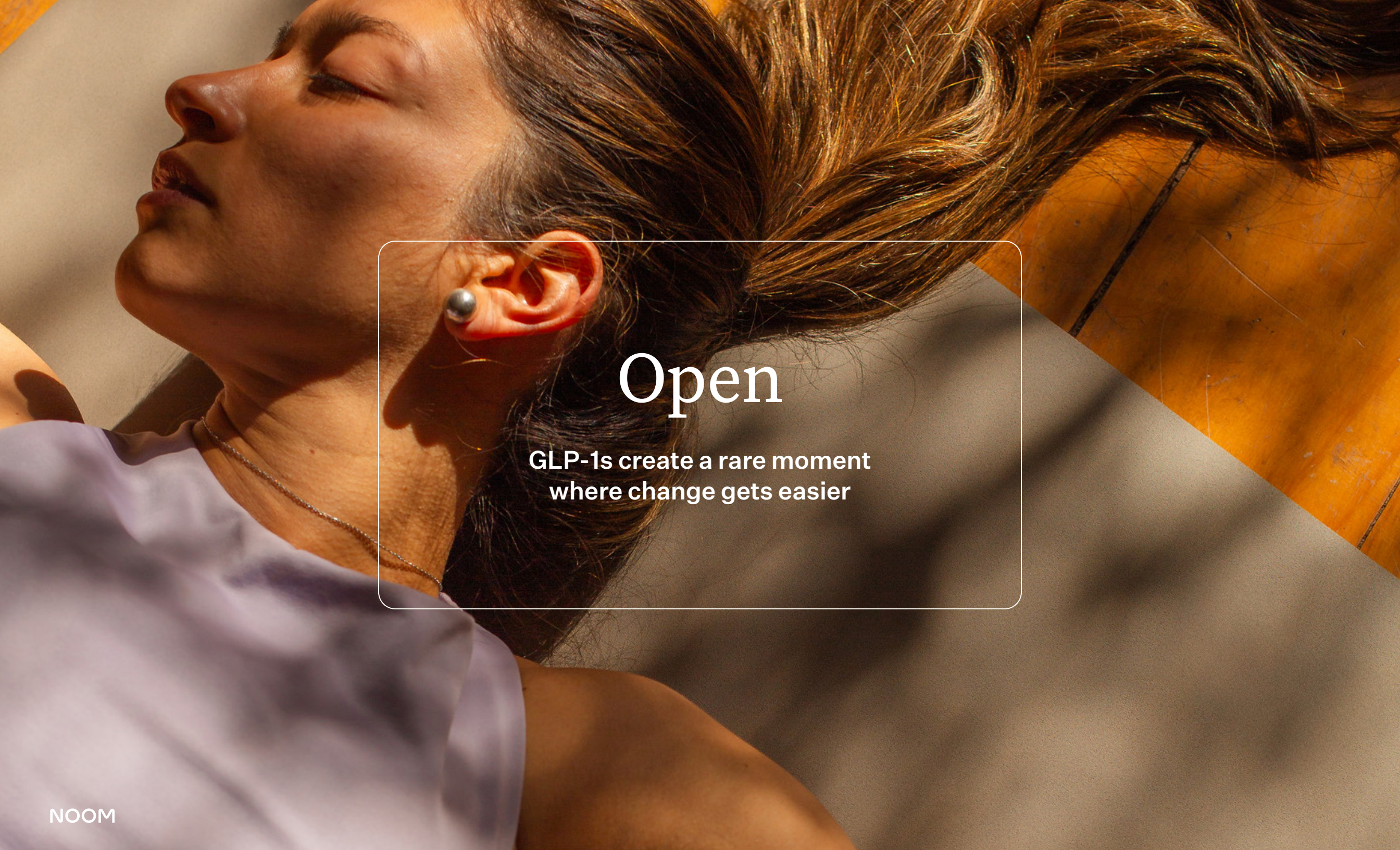
WHEN CRAVINGS QUIET DOWN, CHANGE FINALLY GETS EASIER.

On a GLP-1, something shifts. The constant pull of cravings fades. Food stops dominating your thoughts. That freed-up mental space is **the habit window**—and it's the most powerful opportunity for change most people will ever get.



67%

**of GLP-1 users report
reduced cravings → more
mental space for change³**

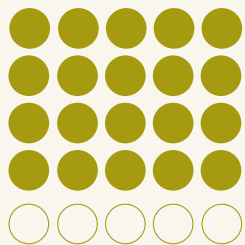
A close-up, low-angle shot of a woman lying down, her head tilted back and eyes closed. She has long, wavy brown hair and is wearing a light purple shirt. A small, dark earring is visible in her left ear. The background is a warm, golden-brown color, possibly a wall or a piece of fabric. The lighting is soft and directional, creating a serene and intimate atmosphere. A white rectangular box with rounded corners is overlaid on the right side of the image, containing the word "Open" in a large, white serif font, and the text "GLP-1s create a rare moment where change gets easier" in a smaller, white sans-serif font below it.

Open

GLP-1s create a rare moment
where change gets easier

When Food Noise Quiets, Change Gets Easier

GLP-1s can quiet ‘food noise’ —the constant mental buzz about eating. When that noise fades, your brain has more room to focus, plan, and build new patterns. It’s biology creating a rare opening for behavior change.



80%

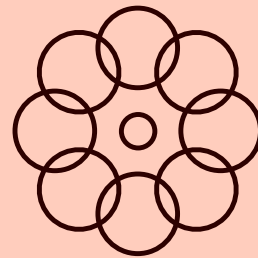
trust themselves
more around food.⁴



GLP-1s Don't Just Quiet Cravings. They Bolster Self-Control.

Self-control is a limited resource.⁵
GLP-1s reduce the need for food-related self-control, reserving stores of self-control for other healthy habits like exercise, sleep, and stress management.

With less mental strain around food, change starts to feel less like willpower—and more like momentum.



95%

report better **self-control** around food.⁶



95%

say they became more mindful eaters while on GLP-1s⁷

In Their Own Words

NOOM MEMBERS

SELF-EFFICACY BOOST

“

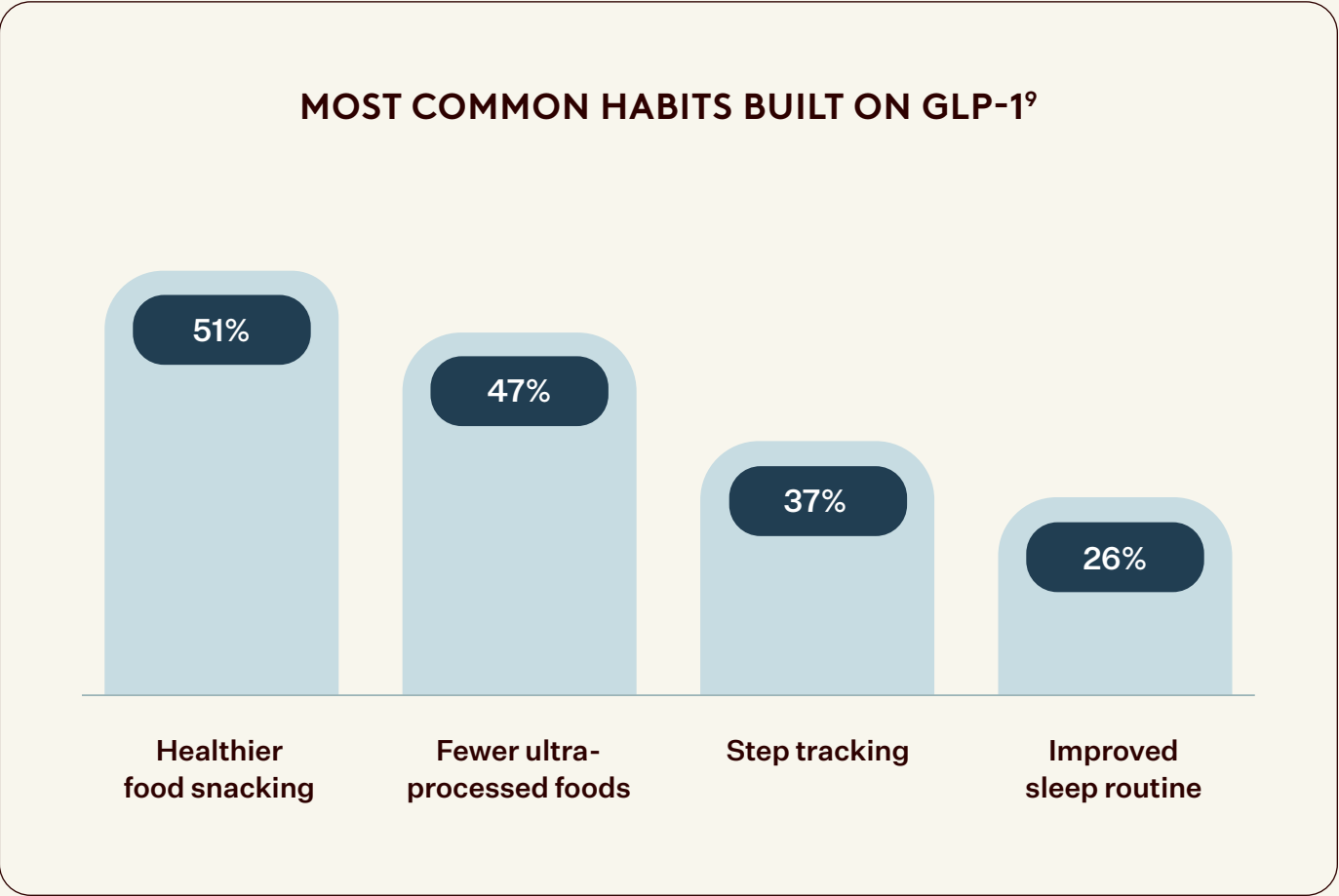
I've rewired how I intake thoughts of food after 30+ years of knowing that I 'couldn't change.' The longer I maintain the weight loss and new habits, the more I know I can accomplish things that feel impossible.

BRADY S.

The Habit Window Turns Into Real Behavior Change

The habit window is what people actually experience. **Over 90%** of GLP-1 users say the medication helped them adopt healthier behaviors.⁸

The most common? Eating more protein, meal planning, and increasing daily steps. Simple changes. Big impact.



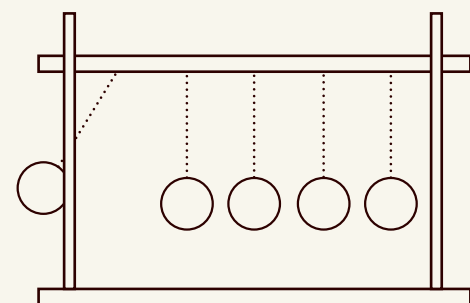
SELF-CONTROL REALLOCATION

“

I'm not controlled by cravings or need for snacks. I no longer get 'hangry.' I've also managed to completely remove alcohol from my diet. I just don't feel like drinking anymore.

- STEVE S.

The Cascade Effect



76%

say starting one healthy habit
made it easier to adopt others¹¹

START ONE HABIT. OTHERS FOLLOW.

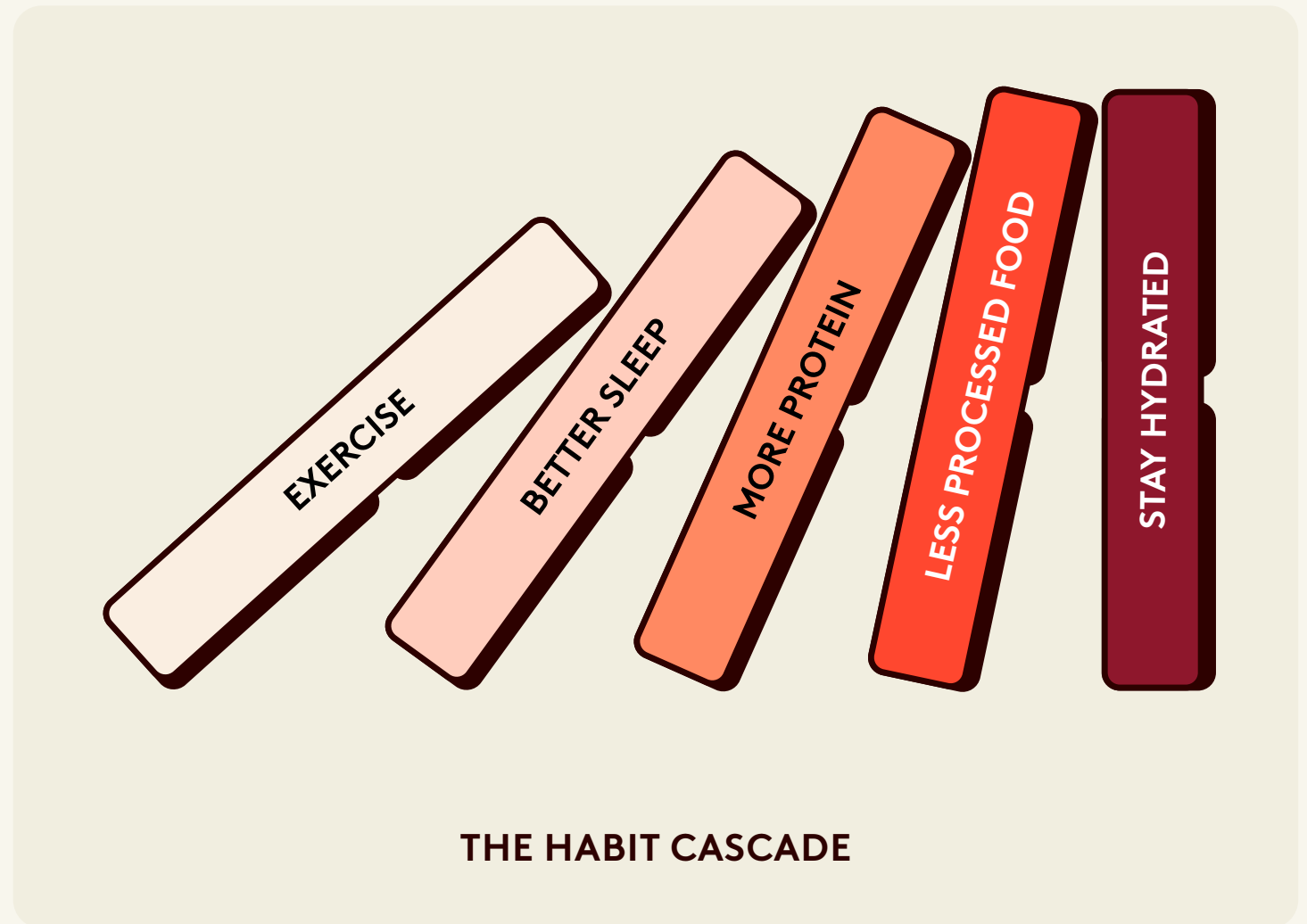
A majority of GLP-1 users say starting one healthy behavior made other habits easier.¹⁰ Eat better, and you want to move more. Move more, and your sleep improves. That’s called the cascade effect. Change doesn’t happen in isolation. It compounds.



Keystone Habits: The First Domino

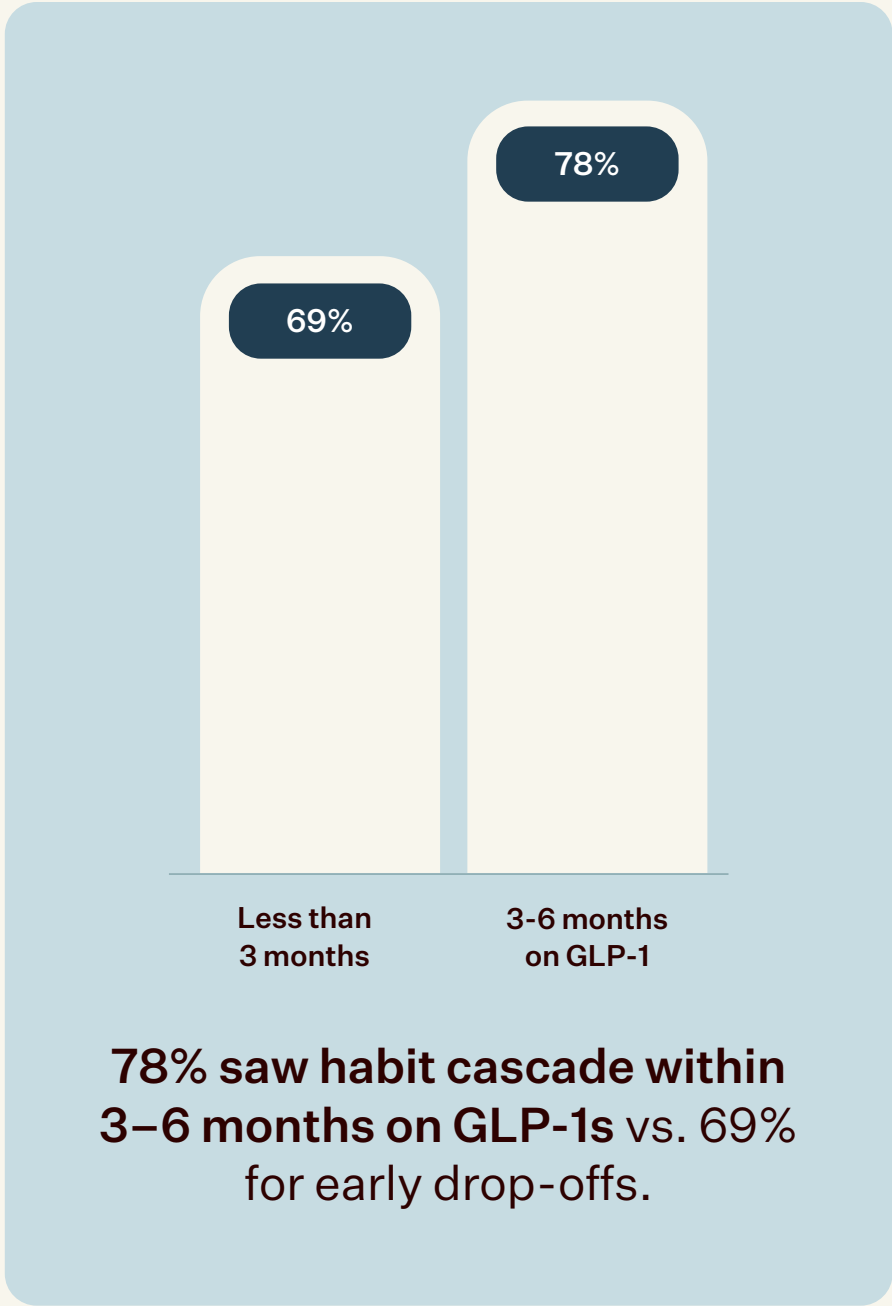
A **keystone habit** is the one that sets the chain reaction in motion. Start getting exercise, you start planning meals. Plan meals, you eat more protein.

GLP-1s create the conditions—but the keystone habit is what turns progress into momentum.



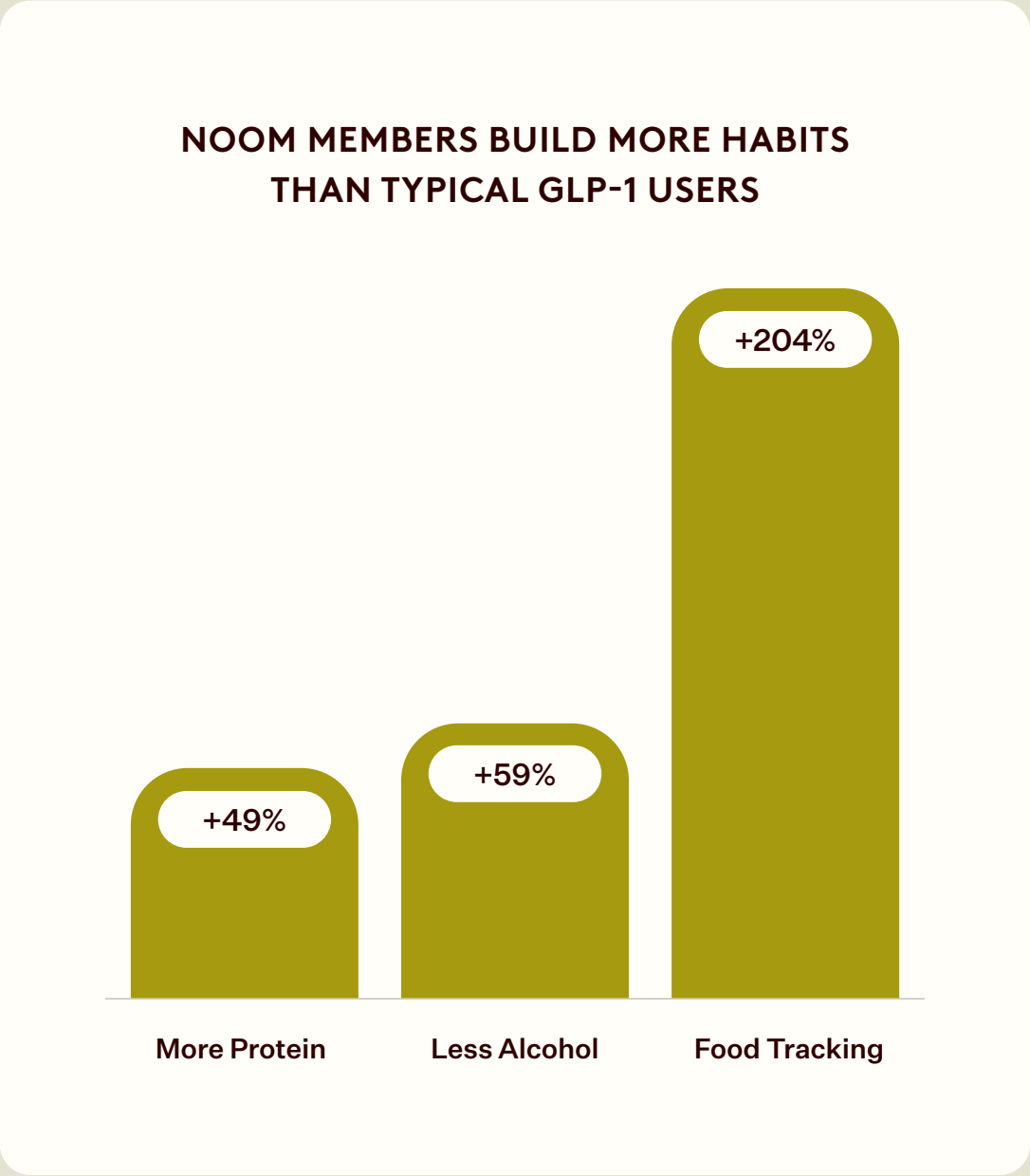
The Longer You Stay on GLP-1s, the Stronger the Cascade

The habit cascade builds over time. 78% of people who stayed on GLP-1s for 3–6 months say one healthy behavior made others easier¹²—9 points higher than early drop-offs.¹³ Habits don’t just appear. They compound. More time means more rewiring—and results that stick.

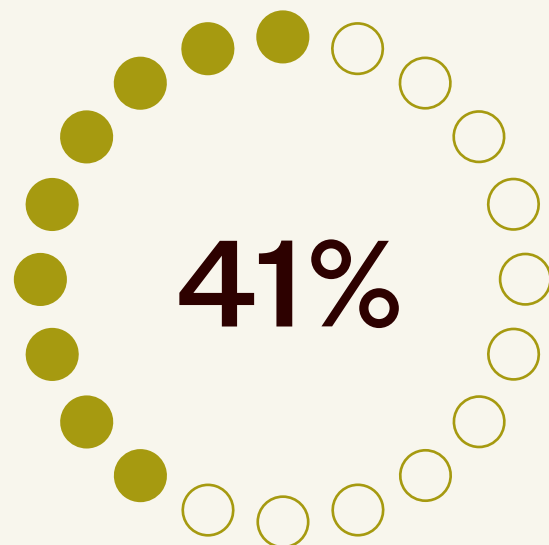


The Noom Edge: Turning Momentum Into Habits

GLP-1s create the opportunity. Noom helps people act on it. Compared to typical users, Noom members are 49% more likely to increase protein, 59% more likely to cut alcohol, and over 2x as likely to track food.¹⁴ A companion program doesn't just support change—it accelerates it.



People Start for Weight. They Stay for Health.



**prioritize metabolic health after
12+ months on GLP-1s - ~2-3x
higher than early drop-offs**

Most people start GLP-1s for weight loss—but the goals evolve. After a year, people who stay on the medication say they value metabolic health at 2-3x higher rates than those who discontinue early.^{15,16} The people who stick with it aren't chasing a number. They're building energy, heart health, and a body that works for the long run.



GLP-1s Impact Health Beyond the Scale

GLP-1s are tools for more than just weight loss – they are effective at improving cardiometabolic health and blood biomarkers. 89% of GLP-1 users reported an improvement to bloodwork while on GLP-1 therapy.¹⁷



89%

saw improved bloodwork
while on a GLP-1



In Their Own Words

NOOM MEMBERS

IDENTITY SHIFT

“

Food noise gone! Health outlook vastly improved and depression is GONE! I'm much more flexible and able to do activities like dancing and walking. More confidence and self-respect — I'm more likely to start conversations with strangers I might have hesitated to talk to before.

- JAY S.C.



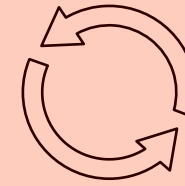
Build

Small habits become
lasting routines

96% Keep the Habits – Even After GLP-1s

Here's what most people don't know: the habits you build while on a GLP-1 can outlast the medication. Among those who stopped, 96% say they kept at least some new routines.¹⁸ The window may close – what you built inside it sticks.

But not everyone gets the same result. With a digital companion, people are more likely to lock in habits that last beyond the medication.¹⁹



96%

of former GLP-1 users
sustained at least some
habits after stopping²⁰

In Their Own Words

NOOM MEMBERS

CASCADE EFFECT

“

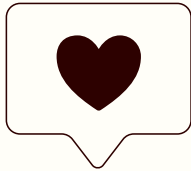
I am doing things I never thought I could do. I am now taking Tai Chi and resistance training along with my swim classes. I am seeking out all sorts of activities and people. This is a huge change for me who previously stayed within my four walls.

- SUZANNE H.

Consistency is the Multiplier

NOOM MEMBERS

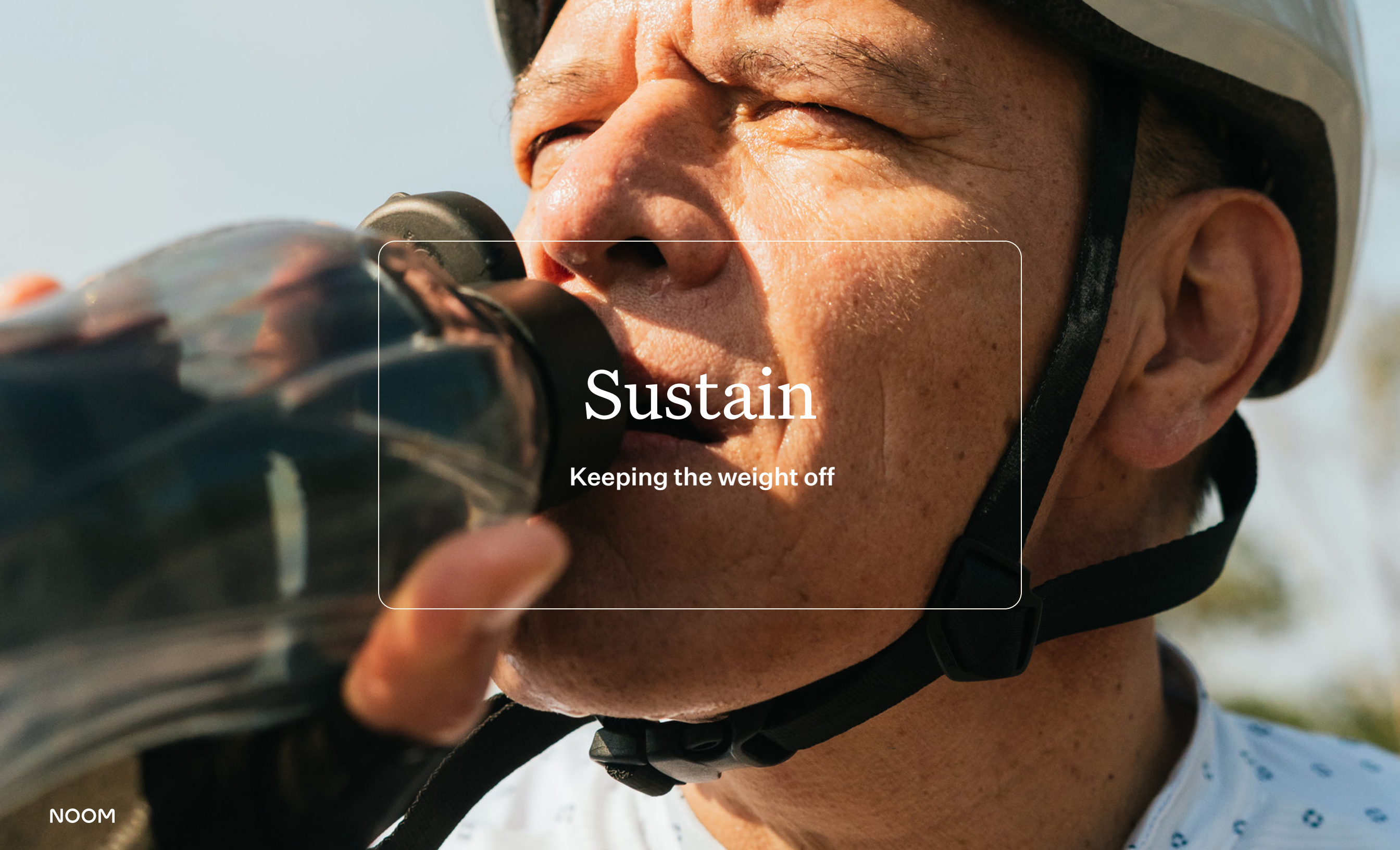
Noom's most engaged members stay on GLP-1s more than twice as long as the least engaged members and see better outcomes after stopping. They have 2.4x higher odds of keeping their habits.²¹ It's not just a tool – it multiplies results.



2.4x

more likely to maintain habits for
Noom's most engaged members
vs. least engaged²²





Sustain

Keeping the weight off

Cravings Can Come Back. Weight Often Follows.

When GLP-1s stop, cravings often return—and without new habits, the weight can too. For many, that’s the default path. But it’s not inevitable. With the right support, people can manage the return of cravings and keep the weight off.



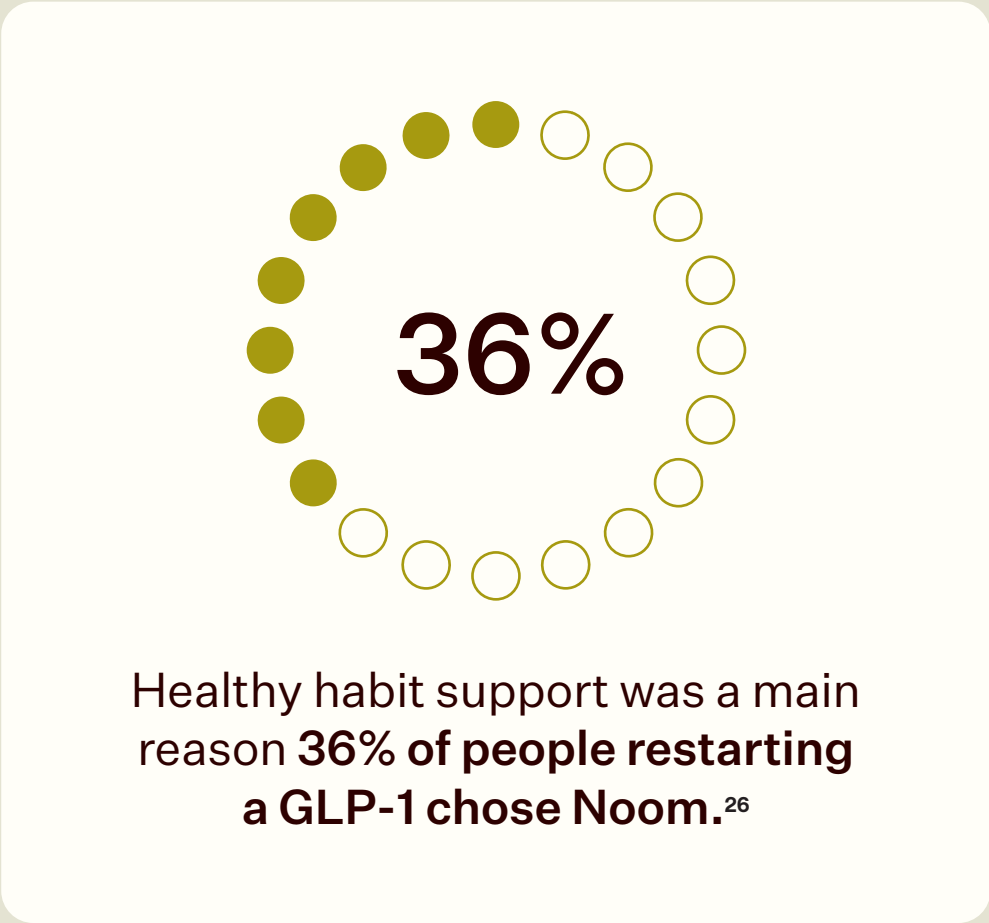
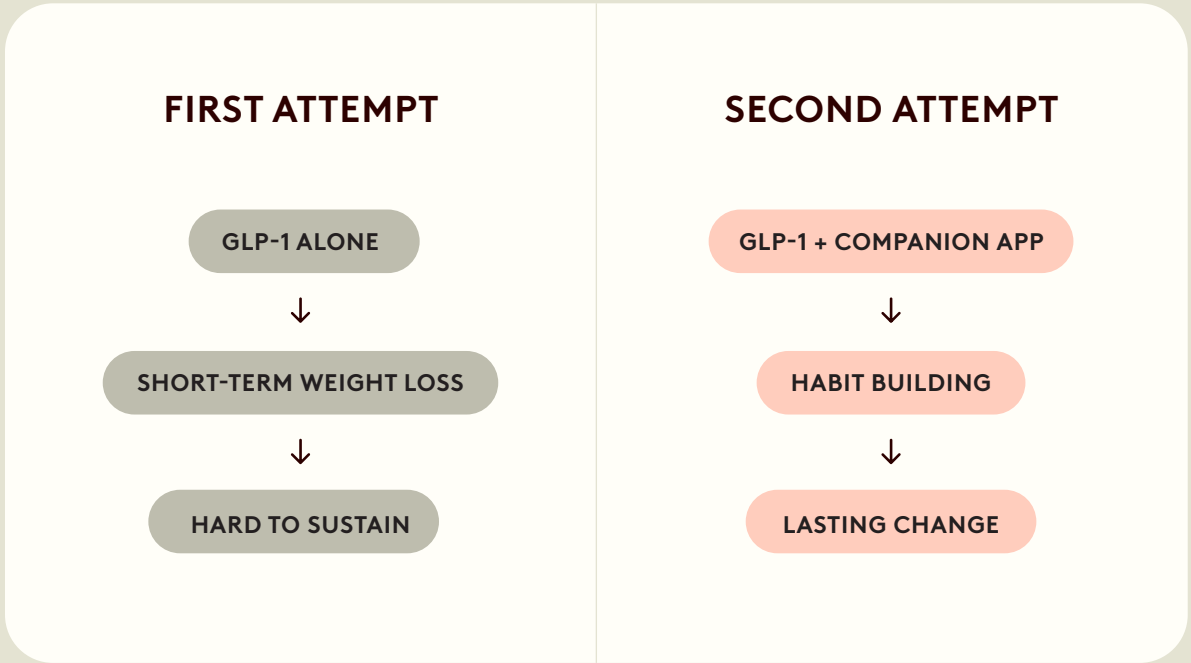
64%

say maintaining weight feels easy
with support vs. 40% without it ^{23,24}

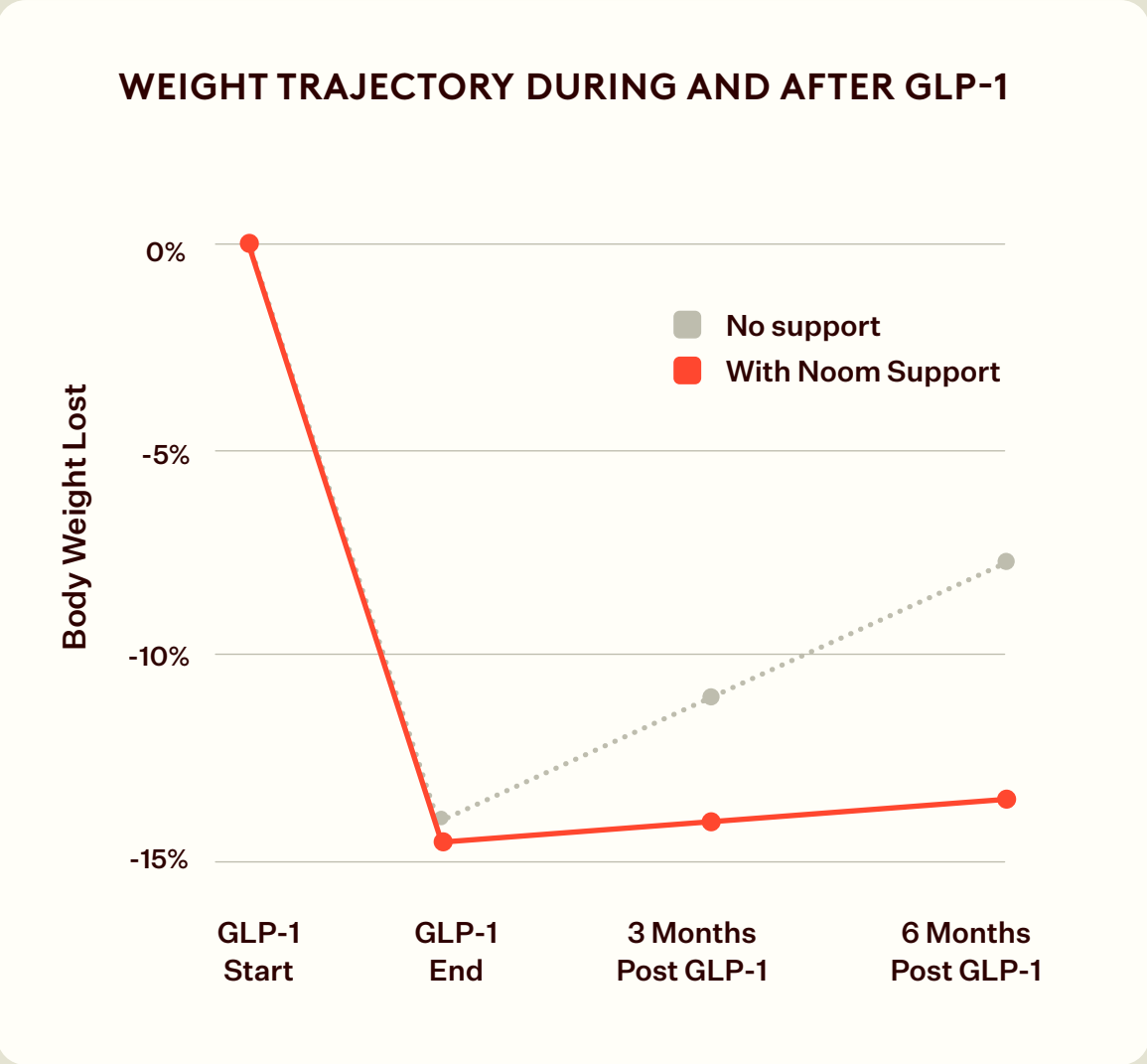


People Try Again—This Time With Habits

After regaining weight, many GLP-1 users try again—this time with a companion program. Among returning users, 36% chose Noom specifically to build lasting habits.²⁵ Because the difference isn’t another prescription. It’s what you do while you’re on it.



Prevent Weight Regain: Noom Members Twice as Likely to Keep it Off



Most people regain weight after GLP-1 treatment ends — unless they build healthier routines. Noom helps members build habits that stick, reshaping daily decisions and supporting lasting identity change. The result: Noom members have more than 2x better weight maintenance at six months compared with typical GLP-1 users.²⁷

>2x

better weight maintenance at 6 months for the average Noom member vs. typical GLP-1 users²⁸

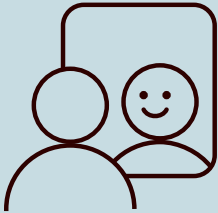


Transform

Identity, mindset, and daily life improve

84% Still See Themselves as Healthier – Even After Stopping GLP-1s

Six months after stopping, 84% of former users say they’re a healthier person – and 77% believe they can sustain it.^{29,30}

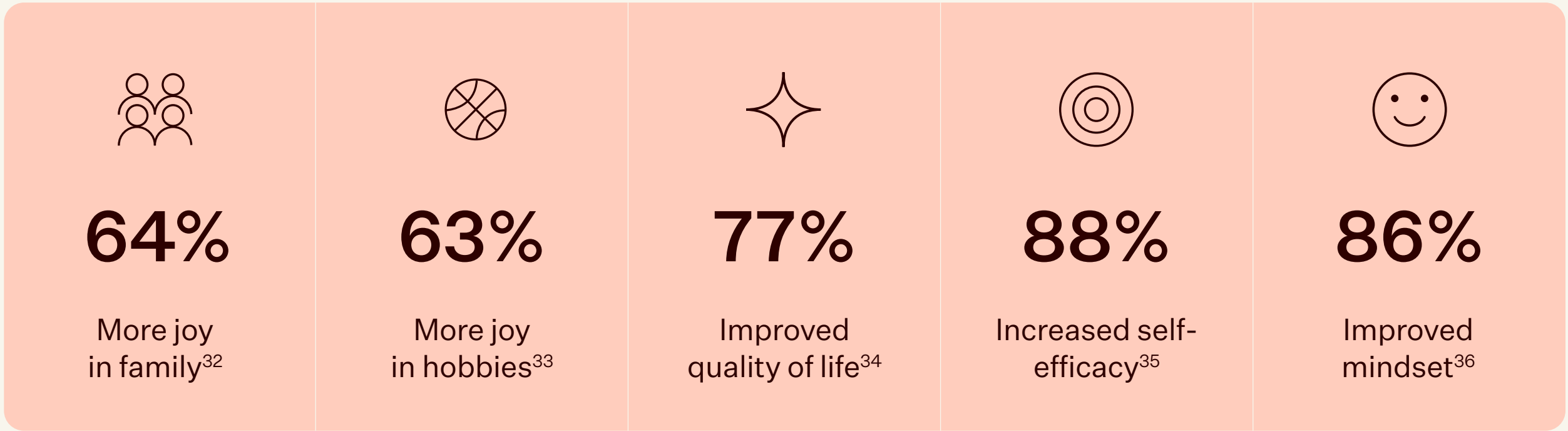


84%

still identify as a healthier person - 6+ months after stopping GLP-1s

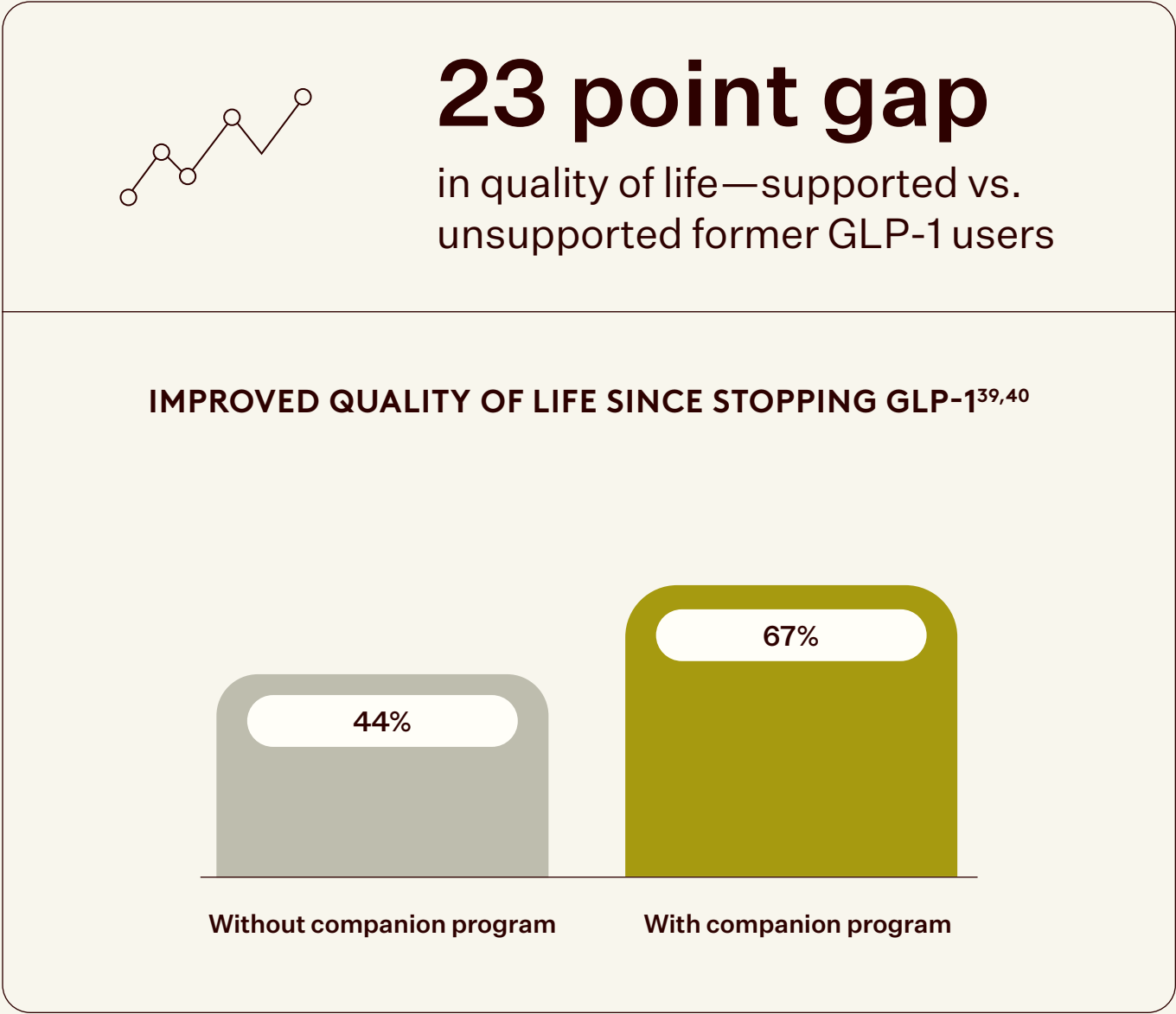
Life Gets Better—and It Stays Better After

Forget the anhedonic “joy-killer” myth. Over 60% report more enjoyment in family and hobbies while on GLP-1s³¹ – and those gains persist long after stopping.



With Support, The Benefits Last Longer

Using a companion app is linked to improved quality of life after stopping GLP-1s: 67% of supported users report improvement vs. 44% without it^{37,38} – a 23-point gap. Support doesn't just drive weight loss. It helps you build a better a life.



In Their Own Words

NOOM MEMBERS

QUALITY OF LIFE

“

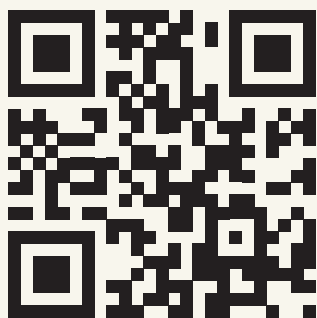
[I am] sleeping better, feel more energy and emotionally ready to do a variety of activities. I am reaching out to friends both in person, by phone, texting, writing. I no longer require my blood pressure med and anxiety meds.

- TERRI-LYNN J.

Outcomes Shouldn't Be Temporary.

GLP-1s open the window for change.
Noom makes change last.

**BUILD HABITS THAT OUTLAST
THE MEDICATION WITH NOOM**



About This Research

This report draws on two surveys conducted between February and March 2026.

Surveys included both current and former GLP-1 users to capture outcomes during and after treatment. All weight-related data is self-reported.

KEYSTONE HABITS SURVEY 2	KEYSTONE HABITS SURVEY 3
N = 2,000 CURRENT AND FORMER GLP-1 USERS	N = 2,775 NOOM MEMBERS WHO ARE CURRENT OR FORMER GLP-1 USERS
AVERAGE AGE: 49	AVERAGE AGE: 55
GENDER SPLIT: 42% M/ 58% F	GENDER SPLIT: 13% M/ 87% F

References

¹ Prime Therapeutics' leading research shows only 1 in 12 remain on a GLP-1 drug for obesity at three years. Updated June 25, 2025. Accessed April 14, 2026. <https://www.primetherapeutics.com/w/prime-therapeutics-leading-research-shows-only-1-in-12-remain-on-a-glp-1-drug-for-obesity-at-three-years>

² West S, Scragg J, Aveyard P, Oke J L, Willis L, Haffner S J P et al. Weight regain after cessation of medication for weight management: systematic review and meta-analysis BMJ 2026; 392 :e085304 doi:10.1136/bmj-2025-085304

³ Survey 2; all current and former GLP-1 users; n=2,000.

⁴ Survey 2; all current and former GLP-1 users; n=2,000.

⁵ <http://www.sciencedirect.com/science/article/pii/S2352250X24000952>

⁶ Survey 2; current and former GLP-1 users who reported a decrease in food cravings during treatment; n=1,345.

⁷ Survey 2; current and former GLP-1 users who reported a decrease in food cravings during treatment; n=1,345.

⁸ Survey 2; current and former GLP-1 users who reported adopting at least one new healthy habit during treatment; n=1,535.

⁹ Survey 2; current and former GLP-1 users who reported that GLP-1 medication influenced their ability to start or maintain new healthy habits; n=1,450.

¹⁰ Survey 2; current and former GLP-1 users who reported that GLP-1 medication influenced their ability to start or maintain new healthy habits; n=1,450.

¹¹ Survey 2; current and former GLP-1 users who reported that GLP-1 medication influenced their ability to start or maintain new healthy habits; n=1,450.

¹² Survey 2; current and former GLP-1 users with a treatment duration of 3–6 months who reported that GLP-1 medication influenced their ability to start or maintain new healthy habits; n=281.

¹³ Survey 2; current and former GLP-1 users with a treatment duration of fewer than 3 months who reported that GLP-1 medication influenced their ability to start or maintain new healthy habits; n=118.

¹⁴ Survey 3; Noom members who reported that GLP-1 medication influenced their ability to start or maintain new healthy habits; n=2,063.

¹⁵ Survey 2; current GLP-1 users with a treatment duration of fewer than 3 months; n=189.

¹⁶ Survey 2; current GLP-1 users with a treatment duration of 12 or more months; n=896.

¹⁷ Survey 2; current and former GLP-1 users who had gotten bloodwork done since beginning GLP-1 treatment; n=1,667.

¹⁸ Survey 2; former GLP-1 users who reported that starting or increasing healthy habits made it easier to adopt additional healthy habits; n=364.

¹⁹ Survey 2; former GLP-1 users who used a digital companion program and reported that starting or increasing healthy habits made it easier to adopt additional healthy habits; n=121.

²⁰ Survey 2; former GLP-1 users who reported that starting or increasing healthy habits made it easier to adopt additional healthy habits; n=364.

²¹ Based on a survey of Noom GLP-1 members who used the program >4 months, were >3 months post discontinuation, were not current Noom subscribers, and were not currently taking a GLP-1. “High habits persistence” = 75% percentile, “low habits persistence” = 25th percentile.

²² Based on a survey of Noom GLP-1 members who used the program >4 months, were >3 months post discontinuation, were not current Noom subscribers, and were not currently taking a GLP-1. “High habits persistence” = 75% percentile, “low habits persistence” = 25th percentile.

²³ Survey 2; former GLP-1 users who used a digital companion program during treatment; n=205.

²⁴ Survey 2; former GLP-1 users who did not use a digital companion program during treatment; n=414.

²⁵ Based on a survey of Noom GLP-1 members, Day 9 CSAT Survey; n=1,346. Data collected in March and April 2026.

²⁶ Based on a survey of Noom GLP-1 members, Day 9 CSAT Survey; n=1,346. Data collected in March and April 2026.

²⁷ Based on a survey analysis of 169 GLP-1^{Rx} users who stopped using a GLP-1 medication in the past 3-12 months. Data collected November and December 2025. Users retained 78% of their weight lost.

²⁸ McGowan BM, Bruun JM, Capehorn M, Pedersen SD, Pietiläinen KH, Muniraju HAK, Quiroga M, Varbo A, Lau DCW; STEP 10 Study Group. Efficacy and safety of once-weekly semaglutide

²⁹ Survey 2; current and former GLP-1 users with a treatment duration of 6 or more months; n=1,429.

³⁰ Survey 2; current and former GLP-1 users with a treatment duration of 6 or more months; n=1,429.

³¹ Survey 2; all current and former GLP-1 users; n=2,000.

³² Survey 2; all current and former GLP-1 users; n=2,000.

³³ Survey 2; all current and former GLP-1 users; n=2,000.

³⁴ Survey 2; all current and former GLP-1 users; n=2,000.

³⁵ Survey 2; current and former GLP-1 users who reported a decrease in food cravings during treatment; n=1,345.

³⁶ Survey 2; current and former GLP-1 users who reported a decrease in food cravings during treatment; n=1,345.

³⁷ Survey 2; former GLP-1 users who used a digital companion program during treatment; n=205.

³⁸ Survey 2; former GLP-1 users who did not use a digital companion program during treatment; n=414.

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