

State of Wellness 2025

The Glucose Gap

What Britons know — and don't know —
about glucose and their metabolic health



The missing link in metabolic health

We're Abbott, the makers of the Lingo continuous glucose monitor (CGM) and app system.

In 2025, Britons are more determined than ever to listen to their bodies.

They're trusting physical signals, embracing wearable technology, and seeking personalised data. Yet they're missing a powerful metric that could transform their health.

Our research reveals something remarkable: Most Britons don't know how glucose shapes their daily health.

But a growing community is discovering its power. Through continuous glucose monitoring, they're uncovering surprises about their bodies and transforming "Ah-ha" moments into real change.

Some think glucose tracking is just for managing diabetes. Others see it as a biohacker's tool.

What sets CGM users apart is what they are achieving: the healthy changes so many Britons want for themselves.

We're thrilled to share these findings with you and start an urgent conversation about bridging the gap between how Britons feel and what their bodies are telling them.

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In 2025, Britons are facing health challenges

Our research reveals an overlooked metric that could power real change: glucose.



1 out of 3

Britons live with prediabetes,¹ while 2 in 3 live with excess weight.²

While Britons prioritize wellness – with 96% setting health goals for 2025 – most remain unaware of the critical connection between glucose and overall health.³



4 out of 5

Britons don't see glucose as relevant to their health goals.³

Yet this overlooked metric can impact everything from daily energy and mood⁴ to long-term health risks, including cardiovascular disease,⁵ Alzheimer's,⁶ type 2 diabetes,⁷ and some cancers.⁸



7 out of 10

people using Lingo CGMs found “healthy” foods had a surprising impact on their glucose.⁹

This knowledge transforms into action — 91% develop new habits to better support their metabolic health based on their glucose insights.⁹

What is glucose?

Glucose is one of the primary sources of energy for the body, fueling everything from your brain to your muscles. While it has an important role, problems with how well we process glucose — and having too much of it in our body — can lead to issues with our metabolic health.

Methodology

We surveyed 1,032 adults 18+ on the probability-based Ipsos KnowledgePanel, in November 2024. The data is nationally representative and reflects the UK adult population based on age, gender, region, education, ethnicity, and number of adult household members.

We also surveyed 154 people in the UK who use Lingo continuous glucose monitors (CGMs). Some of the highlighted quotes from Lingo users are drawn from a simultaneous U.S. survey; however, all data in this report comes exclusively from the UK survey. Reference code: ALB-02209.

Sources:

1. Mainous AG 3rd, Tanner RJ, Baker R, Zayas CE, Harle CA. Prevalence of prediabetes in England from 2003 to 2011: population-based, cross-sectional study. *BMJ Open*. 2014 Jun 9;4(6):e005002. <https://pubmed.ncbi.nlm.nih.gov/24913327/>
2. Obesity Profile: short statistical commentary. 2023 May. <https://www.gov.uk/government/statistics/obesity-profile-update-may-2023/obesity-profile-short-statistical-commentary-may-2023>
3. Lingo Future of Wellness. Ipsos National Survey. 1032 consumers in the UK. 2024 Nov 15-17. Data on file, Lingo by Abbott

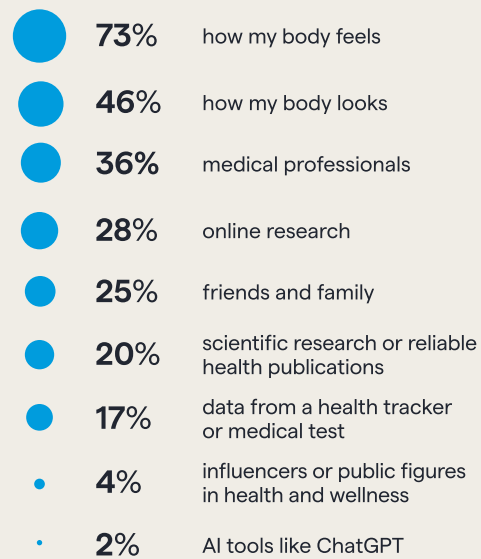
Britons have big health goals for 2025

Top health goals for 2025¹



Respondents chose multiple answers

Top factors that inform health decisions¹



Respondents chose multiple answers

Heading into 2025, over 9 out of 10 Britons have set a health goal.¹

1 in 3 Britons say taking control of their health and wellness is their top priority

— more than any other goal.¹

When making health decisions, they're using a mix of resources: internal and external, online and offline. But there's nothing more important than how the body feels.

Sources:

1. Lingo Future of Wellness. Ipsos National Survey, 1,032 consumers in the UK. 2024 Nov 15-17. Data on file, Lingo by Abbott

But metabolic health challenges hold many back

Glucose is a fast-acting fuel that circulates in the blood. The body prefers glucose to stay within a narrow range. So when glucose levels rise, glucose can be used to fuel muscles and excess can be stored as glycogen or fat. And when glucose levels drop, the body can tap into reserves and use glucose for energy.

When this process runs smoothly, people are metabolically healthy — but that isn't the case for everyone. Some people don't tolerate rises in glucose as well as others.

1 in 3 Britons live with prediabetes,¹ while 2 in 3 live with excess weight.² Suboptimal metabolic health symptoms can range from fatigue to excess weight to high blood glucose, which could increase the risk of serious disease in the long run.³

Research shows that lower, more steady glucose levels are a major indicator of health.⁴

Sources:

1. Mainous AG 3rd, Tanner RJ, Baker R, Zayas CE, Harle CA. Prevalence of prediabetes in England from 2003 to 2011: population-based, cross-sectional study. *BMJ Open*. 2014 Jun 9;4(6):e005002. <https://pubmed.ncbi.nlm.nih.gov/24933327/>
2. Obesity Profile: short statistical commentary. 2023 May. <https://www.gov.uk/government/statistics/obesity-profile-update-may-2023/obesity-profile-short-statistical-commentary-may-2023>
3. Swarup S, Ahmed I, Grigorova Y, Zeltser R. Metabolic Syndrome. 2024 Mar 7. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2025 Jan-. PMID: 29083742. <https://pubmed.ncbi.nlm.nih.gov/29083742/>
4. Ceriello A, et al. Guideline for management of postmeal glucose. *Nutr Metab Cardiovasc Dis*. 2008 May;18(4):S17-33. <https://pubmed.ncbi.nlm.nih.gov/18501571/>
5. Lingo Future of Wellness. Ipsos National Survey, 1,032 consumers in the U.K. 2024 Nov 15-17. Data on file, Lingo by Abbott
6. Yoshimura E, et al. Relationship between intra-individual variability in nutrition-related lifestyle behaviors and blood glucose outcomes under free-living conditions in adults without type 2 diabetes. *Diabetes Res Clin Pract*. 2023 Feb; 196:110231. pubmed.ncbi.nlm.nih.gov/36565723/
7. Owens DS, et al. Blood glucose and subjective energy following cognitive demand. *Physiol Behav*. 1997 Sep;62(3):471-8. <https://pubmed.ncbi.nlm.nih.gov/9272652/>
8. Wyatt P, et al. Postprandial glycaemic dips predict appetite and energy intake in healthy individuals. *Nat Metab*. 2021 Apr;3(4):523-529. <https://pubmed.ncbi.nlm.nih.gov/33846643/>
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11. Zahedani AD, et al. Digital health application integrating wearable data and behavioral patterns improves metabolic health. *NPI Digit Med*. 2023 Nov 25;6(1):216. doi: 10.1038/s41746-023-00956-y. Erratum in: *NPI Digit Med*. 2024 Jan 12;7(1):9. <https://pubmed.ncbi.nlm.nih.gov/38001287/>
12. Breymeyer KL, et al. Subjective mood and energy levels of healthy weight and overweight/obese health adults on high-and-low glycemic load experimental diets. *Appetite*. 2016 Dec 1; 107:253-269. <https://pubmed.ncbi.nlm.nih.gov/27507131/>
13. Levitan EB, et al. Is nondiabetic hyperglycemia a risk factor for cardiovascular disease? A meta-analysis of prospective studies. *Arch Intern Med*. 2004 Oct 25;164(19):2147-55. pubmed.ncbi.nlm.nih.gov/15505129/
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16. Rettberg JR, et al. Estrogen: a master regulator of bioenergetic systems in the brain and body. *Front Neuroendocrinol*. 2014 Jan;35(1):8-30. <https://pubmed.ncbi.nlm.nih.gov/23994581/>

Britons' health goals in 2025 — and how glucose plays a role

49%

Improved sleep⁵

Research has shown that steadier glucose levels are linked to more hours of sleep.⁶

49%

Increased energy⁵

Falling glucose levels are associated with less energy.⁷

46%

Weight management⁵

Steadier glucose levels can help reduce food cravings.^{8,9} Tracking your glucose and adjusting behaviours to avoid glucose spikes can support weight loss.^{10,11}

34%

Improved mental health⁵

A diet that stabilises glucose is linked to improved mood.¹²

19%

Disease prevention⁵

High and frequent glucose spikes are linked to an increased risk of chronic conditions, including heart disease and type 2 diabetes.^{13,14}

6%

Menopause symptoms management⁵

Hormonal changes impact body composition and glucose metabolism.^{15,16}

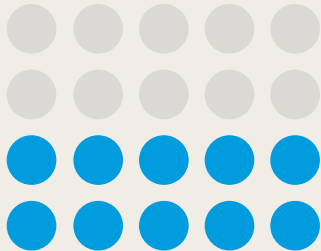
Britain has a glucose knowledge gap



4 out of 5

Britons do not see glucose levels as a helpful metric for them to build new health and wellness habits.¹

Of those who haven't been diagnosed with diabetes, it's 9 out of 10. Only 5% of people who don't live with diabetes track their glucose.²

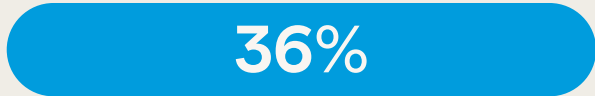


Excluding people living with diabetes, only

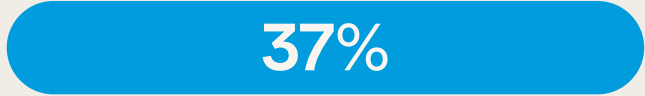
50%

of Britons are familiar with glucose and its relation to health.¹

Even fewer are familiar with metabolic health generally:



of people living with diabetes or prediabetes¹



of people who are not living with diabetes or prediabetes¹

Sources:
1. Lingo Future of Wellness. Ipsos National Survey, 1,032 consumers in the U.K. 2024 Nov 15-17. Data on file, Lingo by Abbott
2. Abbott Lingo Consumer Brand Tracker Pulse Wave 1.5, 1,213 consumers in the U.K. without T1D or T2D. 2024 Feb

Biosensors bridge the gap — and support health goals

16% of Britons say they lacked the knowledge, data, or personalised feedback needed to reach last year's health goals.¹

In 2025, more Britons plan to reach their goals by using wearables (26%) than by visiting a doctor (16%).¹

Advanced biosensors like CGMs offer a 24/7 window into the body, connecting daily choices — like what you eat or how you move — to measurable biological outcomes.

The feedback loops introduced by biosensors can help cut through the noise by revealing which actions make the biggest impact, allowing individuals to focus on what works for them.

Who's using CGMs, and why?

Lingo members are broadly representative of the UK population.² 57% are female, 47% are over 45, and 55% live with excess weight.

Half of Lingo members say they started using a CGM to make healthier decisions in real-time.³ Their top goals are managing hunger and improving sleep.³

Sources:

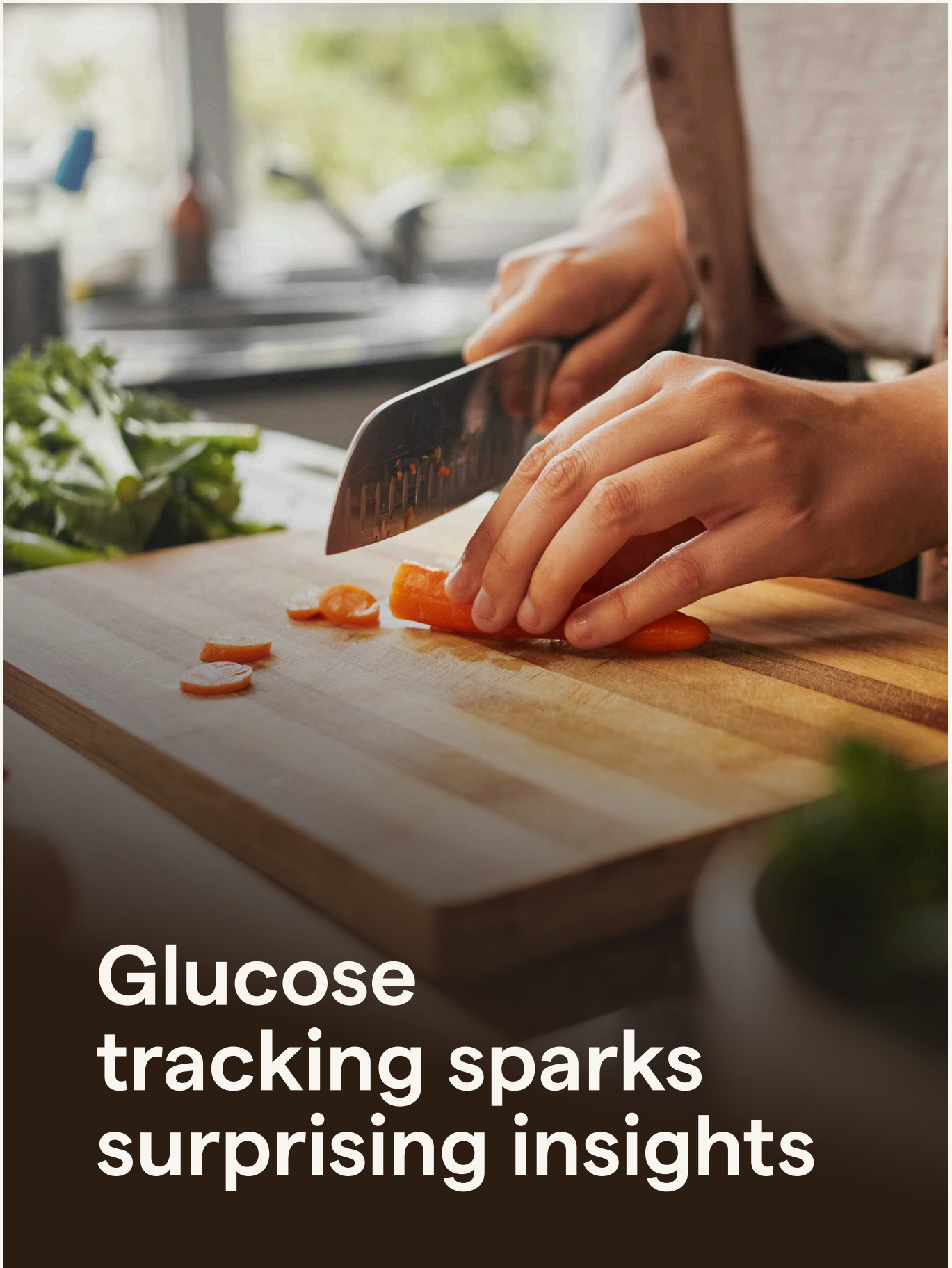
1. Lingo Future of Wellness. Ipsos National Survey, 1,032 consumers in the U.K. 2024 Nov 15-17. Data on file, Lingo by Abbott
2. Lingo Member Analytics. Consumers in the UK. 2023-2025. Data on file, Lingo by Abbott
3. Lingo Member Survey, 154 Lingo members in the UK. 2024 Dec 20-2025 Jan 13. Data on file, Lingo by Abbott. ALB-02209 Thought Leadership_Demographic_Cross Tab_UK



"Immediate feedback is really helpful for people who want to change their behaviour, because they literally see what's happening in their bodies right in front of them."

— Dr. Jen Unwin, Lingo Medical Advisor





**Glucose
tracking sparks
surprising insights**

Even “glucose experts” are surprised by what they learn

7 in 10 Lingo members use a CGM to better understand their own health.¹ They are highly engaged, checking their glucose patterns 8 times a day on average.²

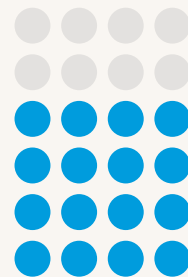


9 in 10 of self-described “glucose experts” said they had at least one surprising discovery.¹

Sources:
1. Lingo Member Survey, 154 Lingo members in the UK, 2024 Dec 20–2025 Jan 13. Data on file, Lingo by Abbott. ALB-02209 Thought Leadership_Demographic Cross Tab_UK.
2. Analysis of Lingo app usage



“Healthy” foods aren’t the same for everyone



69%

of Lingo members say a “healthy” food resulted in a larger-than-expected spike¹

37%

of Lingo members say an “unhealthy” food resulted in a small spike or no spike¹

No-spike surprises included: Flavoured morning coffee, dark chocolate, and red wine.¹

What is a glucose spike?

Glucose or blood sugar spikes occur when you have more glucose in your bloodstream than your cells can take in for energy.

A spike is typically followed by a comparable decline, known as a dip or crash.

Glucose spikes and dips — together sometimes called glucose swings — can cause hunger, cravings, or fatigue, impact mood, and interfere with your sleep.²

Sources:

1. Lingo Member Survey, 154 Lingo members in the UK, 2024 Dec 20–2025 Jan 13. Data on file, Lingo by Abbott. ALB-02209 Thought Leadership_Demographic Cross Tab_UK.
2. Jarvis PRE, et al. Continuous glucose monitoring in a healthy population: understanding the post-prandial glycaemic response in individuals without diabetes mellitus. *Metabolism*. 2023 Sep;146:155640. <https://pubmed.ncbi.nlm.nih.gov/37356796/>



Common causes of unexpected glucose spikes¹



Fruits like grapes and bananas



Bread, porridge, and rice



Salads with dried fruit or sugary dressings



Dairy products with hidden sugar



Legumes and starchy vegetables

Logged foods with top glucose swings²



Noodle soup
(0.371 mmol/L)



Bran flakes
(0.332 mmol/L)



Corn flakes
(0.366 mmol/L)



Pad see ew
(0.336 mmol/L)



Breaded chicken
(0.352 mmol/L)

Average difference between high and low post-meal glucose levels, from data of 10-20 users of CGMs.

Sources:

1. Lingo Member Survey, 154 Lingo members in the UK, 2024 Dec 20-2025 Jan 13. Data on file, Lingo by Abbott. ALB-02209 Thought Leadership_Demographic Cross Tab_UK.

2. Food Logging: Clinical Insights and Habit Trends Analysis, 11,046 Lingo members, 2024 Nov 11

Stress and glucose are linked — and CGM users are noticing



1 in 3

of Lingo members say stress affected their glucose more than expected²

2 in 3 self-described “glucose experts” were surprised by the impact of stress²

“When I was busy but not worried, my glucose didn't spike. But if I was busy and worried, glucose spiked. Other than heart rate, I don't know of any other concrete way to measure real-time emotional wellbeing other than glucose.”³

Other reported causes of unexpected glucose swings and crashes²



Sleep patterns



Early morning swings



Intermittent fasting



Work pressure

Research suggests stressful events — including injury, illness, anxiety, or emotional stress — can lead to an increase in glucose levels, while potentially increasing insulin resistance or poor glucose tolerance.¹

Lingo members report similar experiences. More research is needed here.

Sources:

1. Hackett RA, Steptoe A. Type 2 diabetes mellitus and psychological stress - a modifiable risk factor. *Nat Rev Endocrinol*. 2017 Sep;13 (9):547-560. <https://pubmed.ncbi.nlm.nih.gov/28564919/>
2. Lingo Member Survey. 154 Lingo members in the UK. 2024 Dec 20-2025 Jan 13. Data on file, Lingo by Abbott. ALB-02209 Thought Leadership_Demographic Cross Tab_UK.
3. Lingo Member Survey. 845 Lingo members in the U.S. 2024 Nov 15-Dec 16. Data on file, Lingo by Abbott. ALB-02208 Thought Leadership_Demographic Cross Tab_US.



**New insights
fuel new habits**

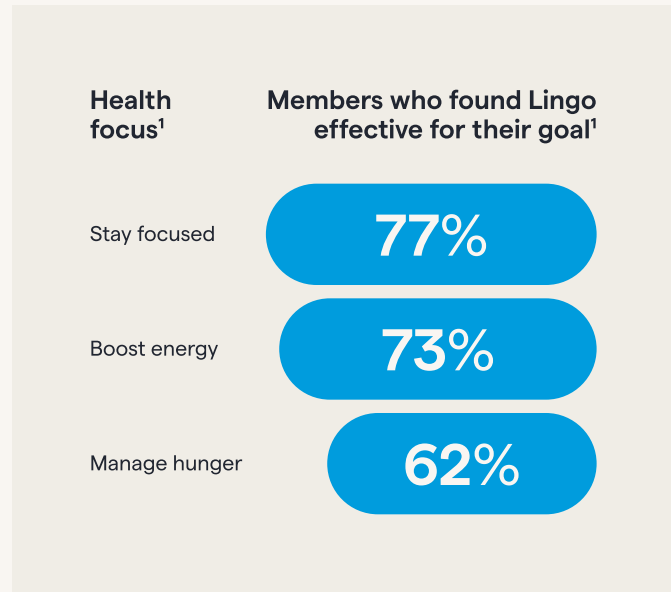
CGM users are changing their habits — and their lives




91%

of Lingo members are building a new habit based on what they learned from tracking their glucose.¹

Sources:
1. Lingo Member Survey, 154 Lingo members in the UK, 2024 Dec 20–2025 Jan 13. Data on file, Lingo by Abbott. ALB-02209 Thought Leadership_Demographic Cross Tab_UK.





“Walking after meals stopped a large glucose spike, even from high carb food sources.”¹

Glucose tracking inspires “exercise snacks”

Lingo members say they're moving more often to help keep their glucose levels steady. Short walks after meals. Squats every few hours. “Exercise snacks” that all add up to more.

38% of Lingo members say exercise affects their glucose more than they expected.¹

More tracking, more walks

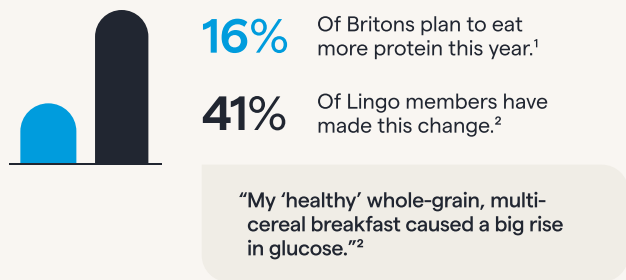
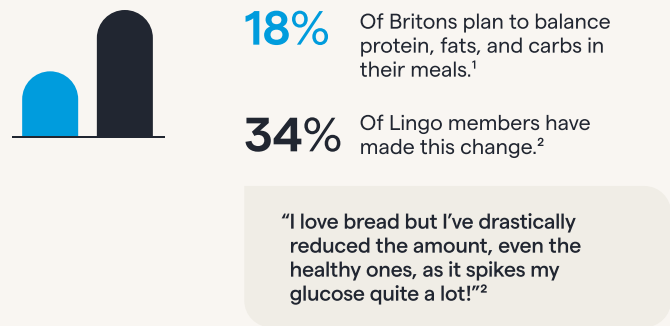
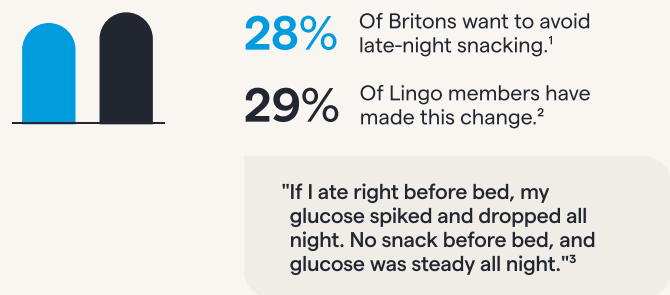
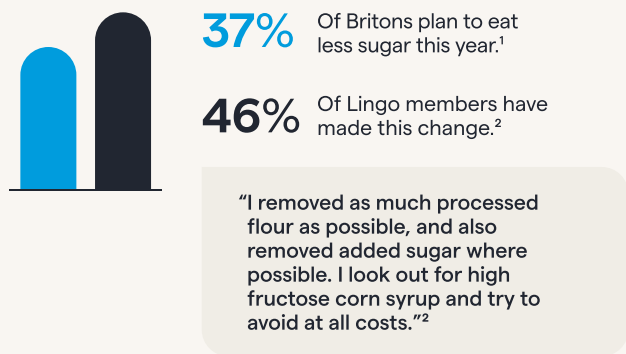
Lingo members who complete four rounds of glucose tracking, on average, log **3.5 more walks in a 2-week period** than users who only complete one round of glucose tracking.²

Sources:

1. Lingo Member Survey, 154 Lingo members in the UK, 2024 Dec 20–2025 Jan 13. Data on file, Lingo by Abbott. ALB-02209 Thought Leadership_Demographic Cross Tab_UK.
2. Analysis of physical activity logged by users in Lingo app

And CGM users are eating how Britons aspire to

Eating fewer carbs is the #1 habit change Lingo members are building based on what they have learned.



Sources:
 1. Lingo Future of Wellness. Ipsos National Survey, 1,032 consumers in the U.K. 2024 Nov 15-17. Data on file, Lingo by Abbott
 2. Lingo Member Survey, 154 Lingo members in the UK. 2024 Dec 20-2025 Jan 13. Data on file, Lingo by Abbott. ALB-02209 Thought Leadership_Demographic Cross Tab_UK
 3. Lingo Member Survey, 845 Lingo members in the U.S. 2024 Nov 15-Dec 16. Data on file, Lingo by Abbott. ALB-02208 Thought Leadership_Demographic Cross Tab_US.

Glucose tracking is shaping the future of wellness



3 out of 4

Lingo members say glucose tracking has been effective in helping them achieve their health goals.¹

The gap in metabolic health knowledge is narrowing, driven by the power of data. **People can access, interpret, and act on their health data like never before.**

This report highlights a promising trend: people are not only engaging with their glucose tracking data. They are using it to build new habits and work toward achieving meaningful health goals.

CGM users are proof of what's possible. Data is driving real results. This is the future of health: bold, empowering, and within reach.



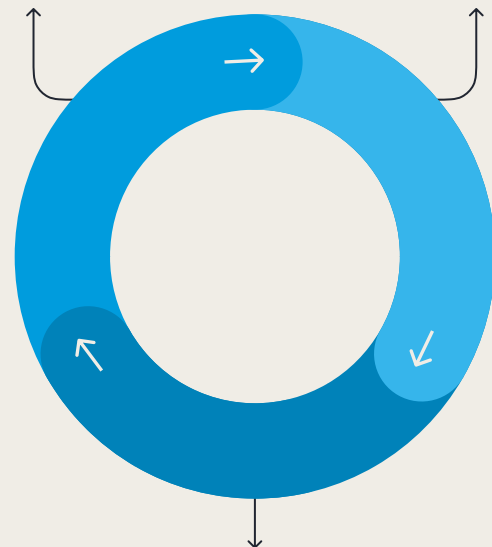
"When you wear a CGM, it helps you honestly confront what you are eating throughout the day. It's a simple but powerful way to understand what's really going on and take steps toward feeling your best."

– Dr. David Unwin, Lingo Medical Advisor

How real-time feedback loops shape new habits

Your biosensor captures and stores health metrics.

You see immediately how different behaviors and habits impact those metrics.



You take action to maintain or improve your health metrics.

Sources:
1. Lingo Member Survey, 154 Lingo members in the UK, 2024 Dec 20–2025 Jan 13. Data on file, Lingo by Abbott. ALB-02209 Thought Leadership_Demographic Cross Tab_UK.

Questions? We're here for you.

To learn more about Lingo, please visit hellolingo.com/uk

Discover more on our channels:



Explore the findings in this report at hellolingo.com/uk/glucose-gap.

Feel free to reach out to lingo-insights@abbott.com.



The Lingo system is not for medical use and intended for users 18 years and older. Lingo is not intended for diagnosis or management of any disease including diabetes.

The Lingo programme does not guarantee that everyone will achieve the same results as individual responses may vary. It is best to speak to your doctor for advice on starting any diet or exercise regime or if you have an eating disorder or a history of eating disorders.

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