



State of Wellness 2025

The Glucose Gap

What Americans know — and don't know — about 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, Americans are more determined than ever to listen to their bodies.

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

Our research reveals something remarkable: Most Americans 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 Americans want for themselves.

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

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In 2025, Americans are facing a metabolic health crisis.

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



9 out of 10

leading causes of death in the U.S. are linked to chronic metabolic conditions.¹

While Americans prioritize wellness – with 88% setting health goals for 2025² – most remain unaware of the critical connection between glucose and overall health.



4 out of 5

Americans don't see glucose as relevant to their health goals.²

Yet this overlooked metric can impact everything from daily energy and mood³ to long-term health risks, including cardiovascular disease,⁴ Alzheimer's,⁵ type 2 diabetes,⁶ and some cancers.⁷



2 out of 3

people using Lingo CGMs found “healthy” foods had a surprising impact on their glucose.⁸

This knowledge transforms into action — 95% develop new habits to better support their metabolic health based on their glucose insights.⁸

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 1,031 adults 18+ on the probability-based Ipsos KnowledgePanel, in November 2024. The data is nationally representative and reflects the U.S. adult population based on gender, age, race/ethnicity, education, census region, metropolitan status, and household income.

We also surveyed 845 people in the U.S. who use Lingo continuous glucose monitors (CGMs). Reference code: ALB-02208.

Sources:

1. Centers for Disease Control and Prevention | CDC [Internet]. [cited 2025 Jan 22]. Available from: <https://www.cdc.gov/nchs/data/databriefs/db492.pdf>
2. Lingo State of Wellness Report. Ipsos National Survey, 1,031 consumers in the U.S. 2024 Nov 15-17. Data on file, Lingo by Abbott
3. Jarvis PRE, et al. Continuous glucose monitoring in a healthy population: understanding the post-prandial glycemic response in individuals without diabetes mellitus. *Metabolism*. 2023 Sep;146:155640. <https://pubmed.ncbi.nlm.nih.gov/37356796/>

4. 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. <https://pubmed.ncbi.nlm.nih.gov/15505129/>
5. An Y, et al. Evidence for brain glucose dysregulation in Alzheimer's disease. *Alzheimers Dement*. 2018 Mar;14(3):318-329. <https://pubmed.ncbi.nlm.nih.gov/29056815/>
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7. Tsujimoto T, et al. Association between hyperinsulinemia and increased risk of cancer death in nonobese and obese people: A population-based observational study. *Int J Cancer*. 2017 Jul 1;141(1):102-111. <https://pubmed.ncbi.nlm.nih.gov/28390155/>
8. 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.

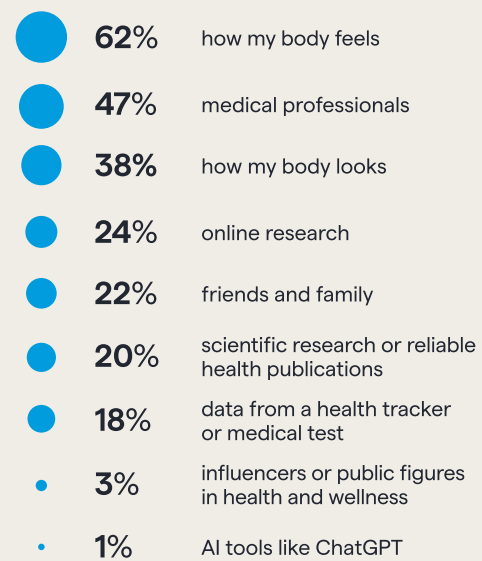
Americans have big health goals for 2025

Top health goals for 2025¹



Respondents chose multiple answers

Top factors that inform health decisions¹



Respondents chose multiple answers

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

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

— equal to improving their financial health.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 State of Wellness Report, Ipsos National Survey, 1,031 consumers in the U.S. 2024 Nov 15-17. Data on file, Lingo by Abbott.

But crisis in metabolic health holds 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.

88% of Americans have suboptimal metabolic health,¹ with symptoms ranging from fatigue to excess weight to high blood glucose, which could increase the risk of serious disease in the long run.²

Research shows that lower, more steady glucose levels are a major indicator of health.³

Sources:

1. Araujo J, et al. Prevalence of Optimal Metabolic Health in American Adults: National Health and Nutrition Examination Survey 2009-2016. *Metab Syndr Relat Disord*. 2019 Feb;17(1):46-52. <https://pubmed.ncbi.nlm.nih.gov/30494738/>
2. Swarup S, Ahmed I, Grigorieva 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/>
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4. Lingo State of Wellness Report. Ipsos National Survey, 1,031 consumers in the U.S. 2024 Nov 15-17. Data on file. Lingo by Abbott
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6. Page KA, et al. Circulating glucose levels modulate neural control of desire for high-calorie foods in humans. *J Clin Invest*. 2011 Oct;121(10):4161-9. <https://pubmed.ncbi.nlm.nih.gov/21926468/>
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8. Zahedani AD, et al. Digital health application integrating wearable data and behavioral patterns improves metabolic health. *NPJ Digit Med*. 2023 Nov 25;6(1):216. doi: 10.1038/s41746-023-00956-y. Erratum in: *NPJ Digit Med*. 2024 Jan 12;7(1):9. <https://pubmed.ncbi.nlm.nih.gov/38001287/>
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10. 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/>
11. Breyer KL, et al. Subjective mood and energy levels of healthy weight and overweight/obese health adults on high- and low glycaemic load experimental diets. *Appetite*. 2016 Dec 1; 107:253-259. <https://pubmed.ncbi.nlm.nih.gov/27507131/>
12. 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. <https://pubmed.ncbi.nlm.nih.gov/15505129/>
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Americans' health goals for 2025 — and how glucose plays a role

45%

Weight management⁴

Steadier glucose levels can help reduce food cravings.^{5,6} **Tracking your glucose and adjusting behaviors to avoid glucose spikes can support weight loss.^{7,8}**

40%

Improved sleep⁴

Research has shown that steadier glucose levels are linked to more hours of sleep.⁹

37%

Increased energy⁴

Falling glucose levels are associated with less energy.¹⁰

28%

Improved mental health⁴

A diet that stabilizes glucose is linked to improved mood.¹¹

19%

Disease prevention⁴

High and frequent glucose spikes are linked to an increased risk of chronic conditions, including heart disease and type 2 diabetes.^{12,3,13}

6%

Menopause symptoms management⁴

Hormonal changes impact body composition and glucose metabolism.^{14,15}

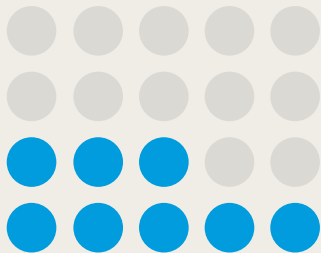
Americans have a glucose knowledge gap



4 out of 5

of Americans 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 7% of people who don't live with diabetes track their glucose.²

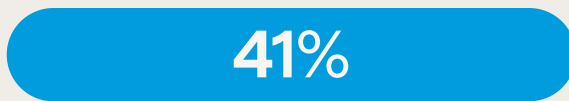


Excluding people living with diabetes, only

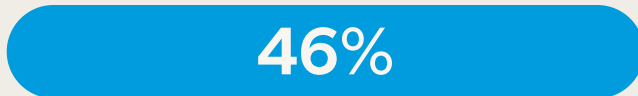
49%

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

Even fewer are familiar with metabolic health generally:



of people who are not living with diabetes or prediabetes¹



of people living with diabetes or prediabetes¹

Sources:
1. Lingo State of Wellness Report. Ipsos National Survey, 1,031 consumers in the U.S. 2024 Nov 15-17. Data on file, Lingo by Abbott
2. Abbott Lingo Consumer Brand Tracker Pulse Wave 15. 1,261 consumers in the U.S. without T1D or T2D. 2024 Feb

Biosensors bridge the gap — and support health goals

Last year, nearly 1 in 3 Americans felt overwhelmed or lacked the knowledge, data, or personalized feedback to reach their health goals.¹

In 2025, nearly as many Americans plan to reach their goals by using wearables (20%) as by visiting a doctor (23%).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 people to focus on what works for them.

Who's using CGMs, and why?

Lingo members in the U.S. are broadly representative of the U.S. population.² 54% are female, 53% are over 45, and 63% live with excess weight.

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

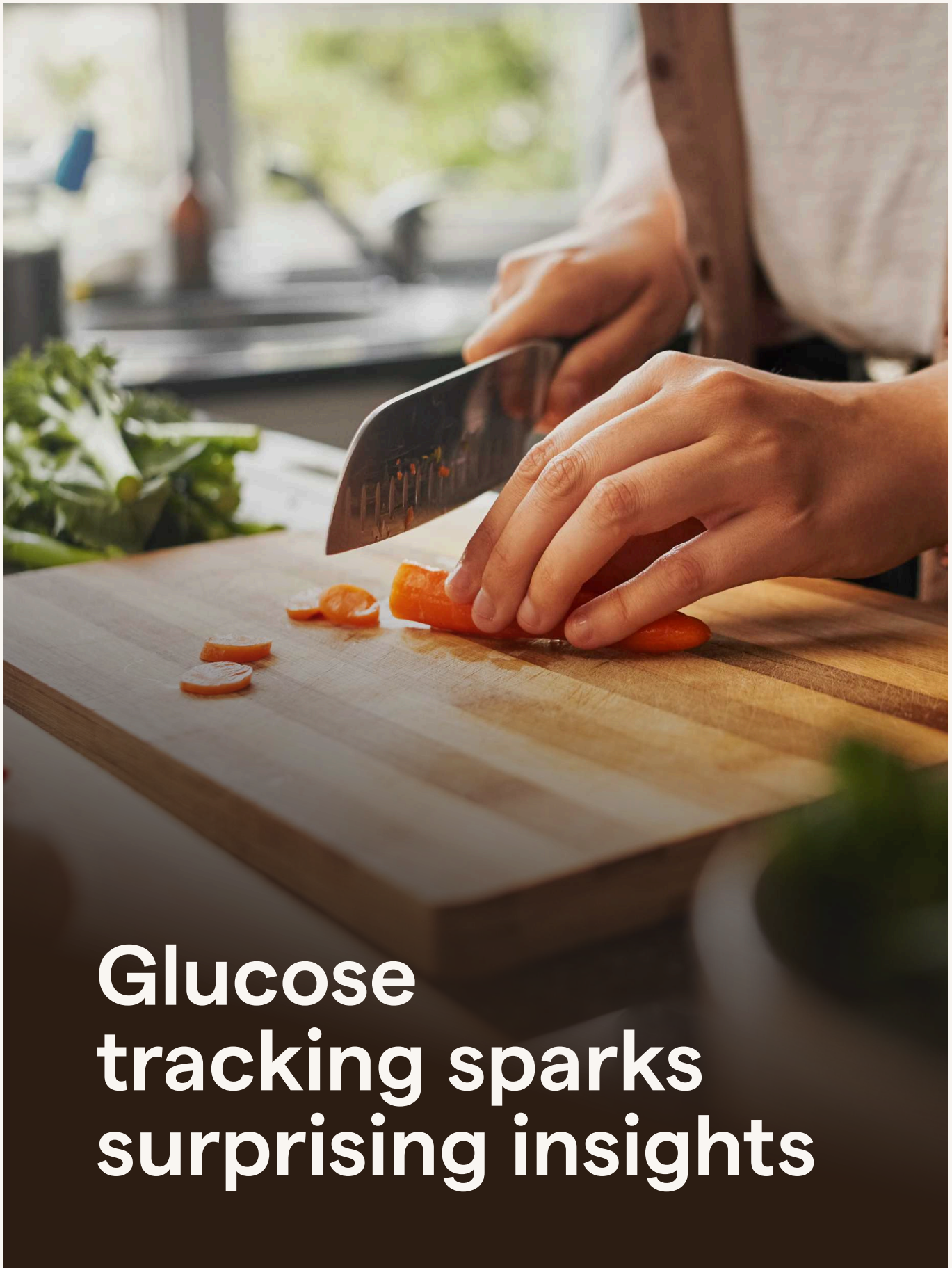
Sources:

1. Lingo State of Wellness Report. Ipsos National Survey. 1,031 consumers in the U.S. 2024 Nov 15-17. Data on file, Lingo by Abbott
2. Lingo Member Analytics. Consumers in the U.S. 2024-2025. Data on file, Lingo by Abbott
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.



"Immediate feedback is really helpful for people who want to change their behavior, 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



84%

of Lingo members say using a CGM has helped them understand how food, drinks, and exercise affect their glucose.¹



82%

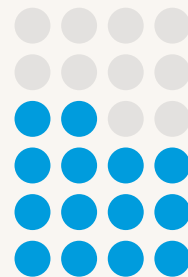
of self-described “glucose experts” said they had at least one surprising discovery.¹

Sources:

1. 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.
2. Analysis of Lingo app usage



“Healthy” foods aren’t the same for everyone



58%

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

40%

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

No-spike surprises included: Flavored 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, 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.
2. Jarvis PRE, et al. Continuous glucose monitoring in a healthy population: understanding the post-prandial glycemic 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, oatmeal, and rice
-  Salads with dried fruit or sugary dressings
-  Dairy products with hidden sugar
-  Pizza and fried chicken
-  Legumes and starchy vegetables

Logged foods with top glucose swings²

- | | |
|---|---|
|  Noodle soup
(66.8 mg/dL) |  Bran flakes
(59.8 mg/dL) |
|  Corn flakes
(65.9 mg/dL) |  Pad see ew
(60.5 mg/dL) |
|  Breaded chicken
(63.4 mg/dL) | |

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

Sources:
 1. 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.
 2. Food logging: Clinical Insights and Habit Trends. Abbott. Analysis of 11,046 Lingo users. 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

People ages 34-44 reported this more than any other age group (38%)²

“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.”²

Other reported causes of unexpected glucose swings and crashes²



Sleep patterns



Early morning swings



Hot showers



Dehydration



Hormonal changes

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/28664919/>
2. 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

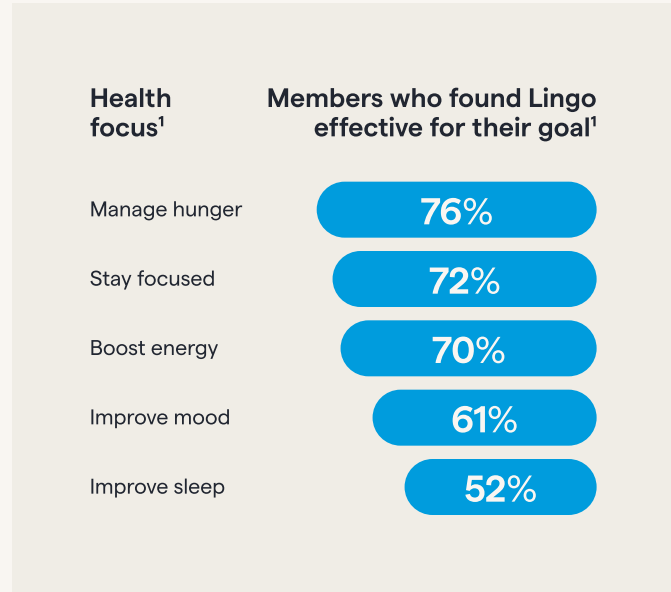


95%

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

Sources:

1. 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.



“Some things that I thought were relatively healthy sent my glucose off the chart. I’m throwing out many old assumptions.”¹

"I have always exercised regularly, but now I add exercises of short duration when my blood sugar starts to spike."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.

37% of Lingo members say exercise affects their glucose more than they expected.¹

More tracking, more walks

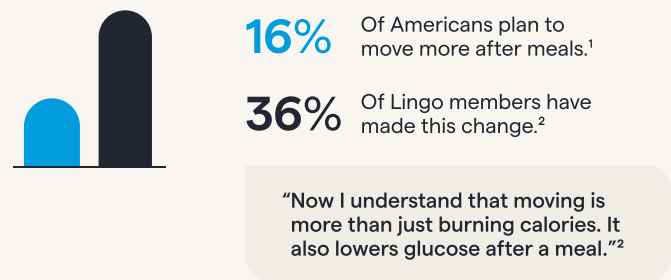
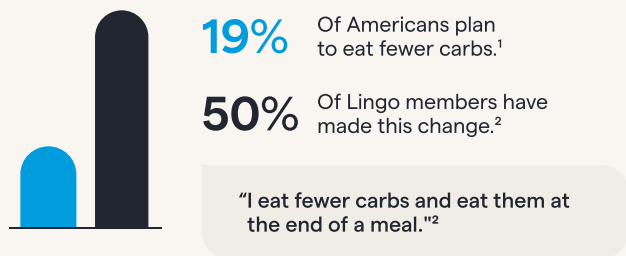
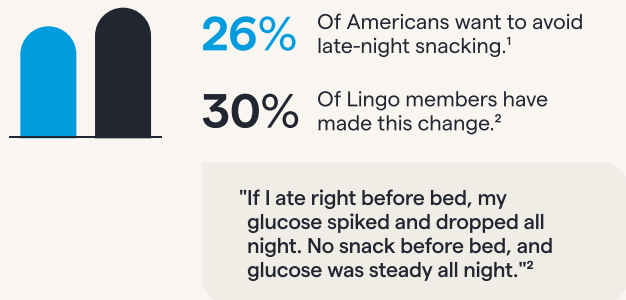
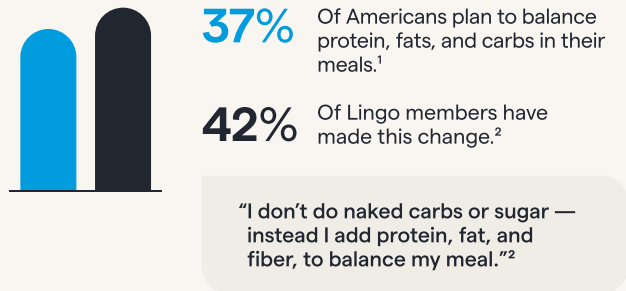
Lingo members who complete four rounds of glucose tracking, on average, log **3.5 more walks in a 2-week period** than users who only complete one round of glucose tracking.²

Sources:

1. Lingo Member Survey, 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.
2. Analysis of physical activity logged by users in Lingo app

And CGM users are eating how Americans aspire to

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



Sources:
 1. Lingo State of Wellness Report. Ipsos National Survey, 1,031 consumers in the U.S. 2024 Nov 15-17. Data on file, Lingo by Abbott
 2. 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 towards 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.



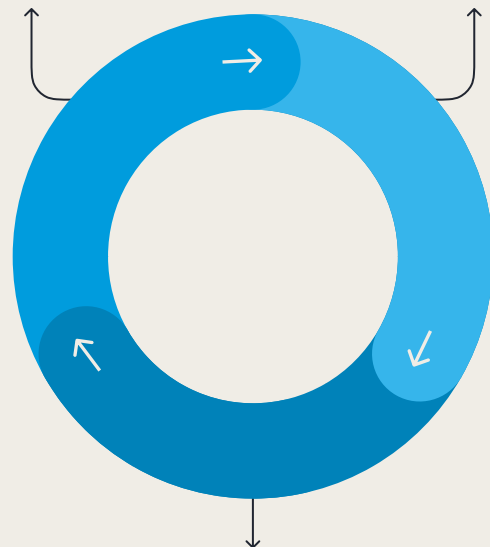
"When you wear a CGM, it helps you honestly confront what you are eating throughout the day. It's a simple but powerful way to understand what's really going on and take steps toward feeling your best."

– 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. 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.

Questions? We're here for you.

To learn more about Lingo, please visit hellolingo.com

Discover more on our channels:



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

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



The Lingo Glucose System is intended for users 18 years and older not on insulin. It is NOT intended for diagnosis of diseases, including diabetes.

The Lingo program does not guarantee that everyone will achieve the same results as individual responses may vary. Consult your healthcare professional before making changes to your diet or exercise regimen or if you have an eating disorder or a history of eating disorders.

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