



Annual Results Report

2025

WeightWatchers.
for Business

In today's fast-evolving environment, delivering a weight management program that outperforms expectations and organizational objectives can be a challenging balancing act. Your organization – and your members – need results that are meaningful, measurable, and backed by science.

But cutting through the information to compare platforms, manage GLP-1 costs, and optimize health outcomes can be complicated. Our 2025 Results Report brings together the latest research to provide a complete, data-driven look at how WeightWatchers for Business works for both members and organizations. No fluff. No anecdotal claims. Just real results that answer your questions and address your challenges.

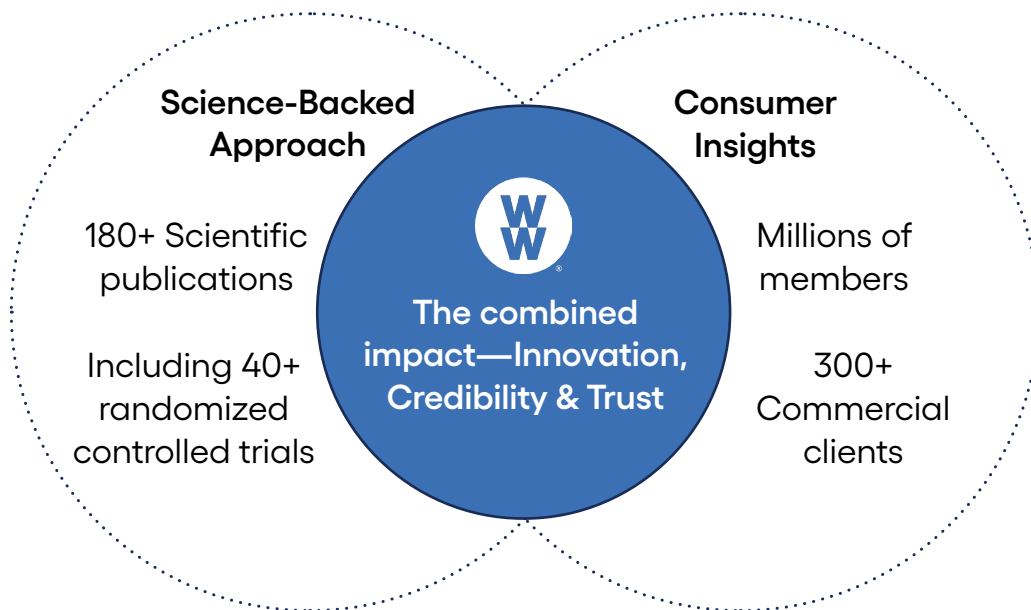
What's inside:

- 1 An executive summary:** 5 key results – and why they matter now.
- 2 Weight management:** How our behavioral program works as a foundation for proven weight loss – with and without clinical solutions.
- 3 Holistic health:** Quantifying weight's impact on physical health, mental well-being, and quality of life.
- 4 Vendor evaluation:** How our results stack up.
- 5 Business case:** The numbers and outcomes that help you enhance your business case — and cost control strategies — related to weight management benefits.



Executive Summary: Achieving Results that Matter

There are a lot of weight management programs out there. Evaluating them comes down to results. With more than 60 years of history and 180+ published studies, WeightWatchers is uniquely positioned to provide comprehensive results that help commercial clients compare platforms, improve population health, and achieve business objectives.



In the era of GLP-1s, we offer a unique, research-backed comprehensive solution bringing together medication management, lifestyle change, and community – to drive superior, lasting results whether members are on or off medication. No matter what your weight management objectives are – or whether you cover GLP-1 medications or not – our platform can flex to help your organization improve weight health with a tailored blend of behavioral, clinical, and community care.

It's a solution built for the real world that has the potential to produce meaningful outcomes, including better workforce well-being, improved healthcare cost management, enhanced productivity, and increased satisfaction and loyalty.

**But you don't have to take our word for it. The results speak for themselves.
Science-backed. Real-life tested.**

Results Matter: 5 Key Ways WeightWatchers Delivers



Meaningful weight loss with or without medications

- **5.4%** at 6 months – Behavioral program only⁷
- **19.4%** at 12 months – Clinic program + medication¹



Significant improvements in key biomarkers

- **HbA1c:** Nearly one point – 0.9 – decrease at 6 months with the WeightWatchers Diabetes Program and continuous glucose monitoring⁸
- **High Blood Pressure:** 87% of participants prescribed anti-obesity medications through WeightWatchers Clinic who had high blood pressure when starting, had normal blood pressure after 12 months⁹



Tangible enhancements in quality of life – inside and outside of work

- **43%** increase in healthy habits with Behavioral Program⁷
- **53%** improvement in overall weight-related quality of life with WeightWatchers Clinic¹⁰
- **46%** improvement in work-related quality of life with WeightWatchers Clinic¹⁰



Engagement – for the long-term

- **54.7%** average monthly engagement among members¹¹



Return on investment

- **Up to 4X ROI** (model developed in collaboration with a third party)¹²

Weight Management: Sustainable Outcomes Driven by Proven Behavior Change

Sustainable weight management — with or without medication — succeeds based on long-term healthy habits and behavior change. Our behavioral program is the foundation of our platform, consistently producing outcomes that go well beyond the scale.

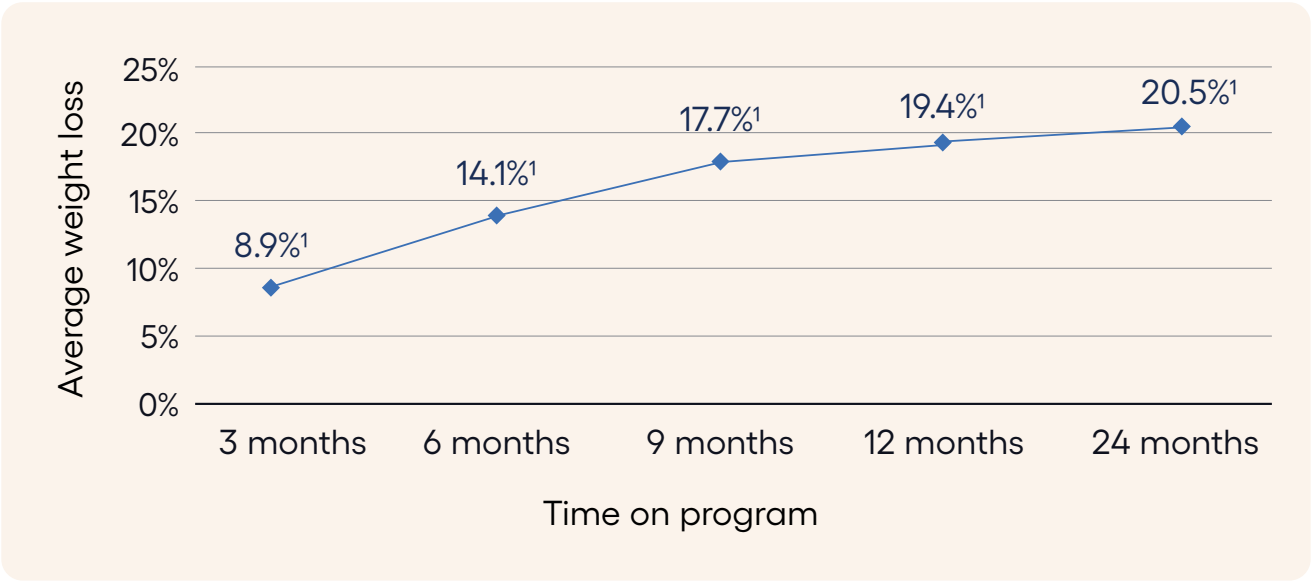
Driven by our deep expertise in behavioral science, our program combines innovative digital tools and vital community support with tailored nutrition and lifestyle guidance, including individualized support from registered dietitians.

Results at a glance: Behavioral Program



Our industry-leading behavioral program serves as an essential foundation for the weight loss outcomes achieved through WeightWatchers Clinic. The unique behavioral and clinical pairing produces lasting weight loss — alongside significant non-scale results.

Results at a glance: WeightWatchers Clinic



WeightWatchers Clinic participants who were prescribed anti-obesity medications

GLP-1 Companion Program + WeightWatchers Clinic with GLP-1s

Weight loss after 12 months¹

≥5% 99.1%	≥10% 97.7%
≥15% 68.1%	≥20% 47.0%



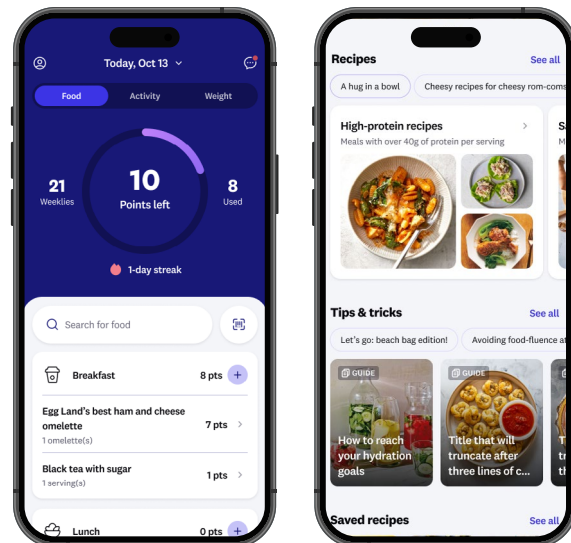
Guides healthy eating
+34.7% in diet quality¹⁷



Enhances strength training
+53.2% in strength training frequency¹⁷

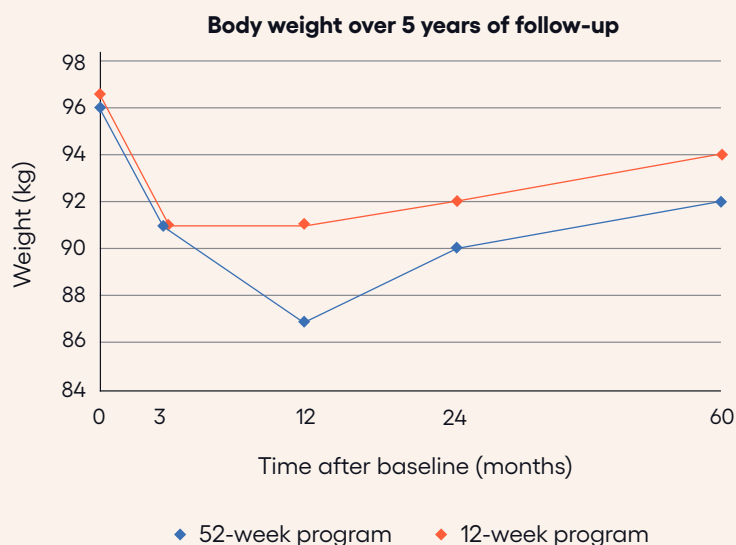
How much of a difference does our Program make?

In a 12-week randomized controlled trial, WeightWatchers members taking oral anti-obesity medications experienced an average of 54% more weight loss when combined with our Behavioral Program compared to those taking the medications alone.¹⁶ But the pounds lost are only part of the story.



Lasting results tracked over time

Program adherence is key to sustainable weight management. Our full-spectrum platform supports members at every point in their weight health journey — with results backed by rigorous scientific research. Long-term weight management translates into positive outcomes at the organizational level, including improved population health, productivity, and retention. The cost savings tied to sustainable weight loss can be significant. Research finds that when individuals with at least one chronic condition are able to lose weight and move from having obesity to overweight, annual healthcare expenses are reduced by 20%.¹⁸



Sustainable weight loss

In a five-year follow-up study of 871 people who discontinued the WeightWatchers Behavioral Program at either 3 months or 12 months, **the participants maintained the majority of their weight loss over time.**¹⁹



Program engagement

+54.7%

average monthly engagement among members¹¹



WeightWatchers Clinic + AOMs

+54%

more weight loss for members taking an oral anti-obesity medication when combined with our Behavioral Program¹⁶



Engagement and satisfaction

27.4 months

average member retention across commercial client base¹¹

The power of community

Social connection also plays an important role in sustainable weight management. Community and coaching support have always been a central element in the WeightWatchers Behavioral Program. Today, personalized coaching and 200+ affinity groups help individuals stay engaged, connected, and accountable.

2x

weight loss

Members that attend three WeightWatchers workshops per month compared to those who attend only one workshop per month.²⁰

~45%

weight loss

Members who refer a friend to WeightWatchers vs. non-referring members.²¹

~20%

higher program retention rate

Members in our 6-month core program who are referred by a friend vs. non-referred members.²²

Holistic Health: Measuring the Impact of Weight Loss on Well-Being

The connection between weight health and physical health is well-documented, with science tying obesity to heightened risk of heart disease, type 2 diabetes, and certain cancers. Our full-spectrum platform provides proven results against traditional biomarkers, including those tied to cardiovascular health and diabetes, helping to lower risk and improve health outcomes.

Results at a glance: Traditional Biomarkers



High Blood Pressure
WeightWatchers Behavioral +
Clinic:⁹

84%

of participants prescribed anti-obesity medication through WeightWatchers Clinic who had high blood pressure when starting, had normal blood pressure **after 6 months**

87%

of participants prescribed anti-obesity medication through WeightWatchers Clinic who had high blood pressure when starting, had normal blood pressure **after 12 months**

Our individualized experiences can be tailored to help people living with diabetes lose weight and lower blood glucose levels. Among patients with type 2 diabetes, research shows that even modest weight loss (3%-7%) is associated with significant reductions in overall healthcare costs and diabetes-specific costs.²³ In addition, 26% of WeightWatchers members reduced their diabetes medication use after 12 months, compared to only 12% of those receiving standard care.²⁴

Results at a glance: Diabetes

At 6 months, participants in the Diabetes Program with CGM (Continuous Glucose Monitoring):⁸

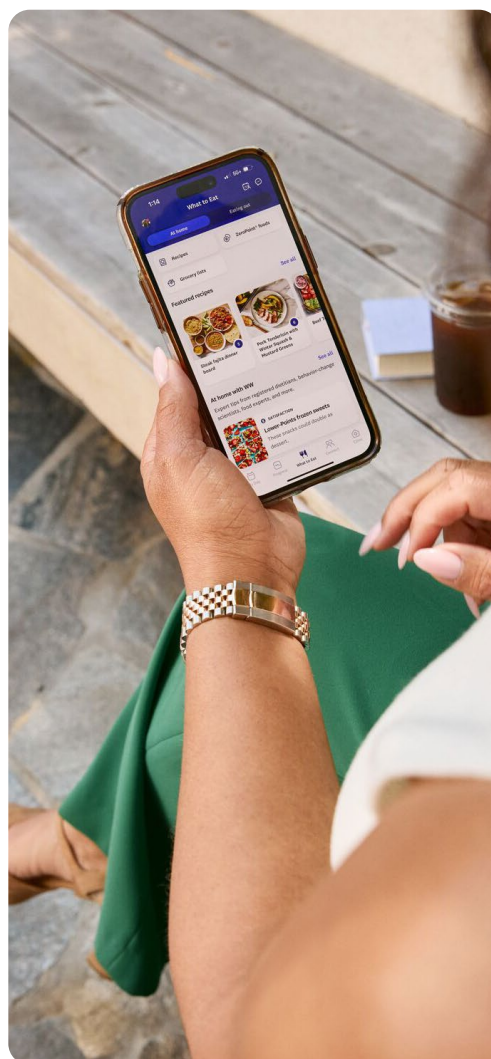
↓ **0.9**
decrease
in HbA1c

↑ **26.8%**
increase in time in
recommended glucose
range compared to
+5.8% with usual care

At 6 months, participants in the Diabetes Program without CGM:²⁵

↓ **0.75**
decrease
in HbA1c

↓ **9.8%**
decrease in
diabetes distress



The personalized experiences extend to women navigating menopausal weight gain. According to research, menopausal weight gain can raise the risk for hypertension, cardiovascular disease, type 2 diabetes, and breast and endometrial cancers.²⁶ Along with our clinically proven nutrition program, one-on-one support from registered dietitians, and access to prescription weight-loss medications, members benefit from our proven behavioral foundation and community support from coaches and other members.

Results at a glance: Menopause



3.8x more weight loss

for women of menopausal age following the WeightWatchers program compared to those following DIY weight-loss solutions²⁷



18.6% average body weight loss

after 12 months for women of menopausal age accessing weight-loss medications through WeightWatchers Clinic²⁸

Beyond the scale: Improving the quality of life

Along with enhanced physical health, losing and maintaining weight has proven benefits for well-being, including overall quality of life.

In a six-month single-arm trial, we tracked participants taking GLP-1 medications through WeightWatchers Clinic who also had access to our GLP-1 Nutrition Program, workshops, registered dietitians, and fitness consults. The results highlight how the program improves not just weight but also healthy behaviors and quality of life.¹⁰ Notably, the quality-of-life improvements extend to the workplace, with positive ripple effects on productivity and employee engagement.

Results at a glance: Improved well-being



The same research also examined the impact on mental well-being, quantifying a range of improvements from increased self-compassion to reduced depression symptoms.¹⁰ In addition, after six months on the WeightWatchers Clinic Program, participants prescribed a GLP-1 had significantly reduced behaviors associated with a disordered eating pathology, including eating, and shape and weight concerns.¹⁰

Results at a glance: Improved mental well-being¹⁰



WeightWatchers Outpaces the Competition

When it comes to delivering proven, clinically meaningful weight loss, the data speaks for itself. Here's how our results stack up to others in the space.

With medication:

Weight Loss at 6 Months

WeightWatchers Clinic 14.1%¹

Calibrate 11.9%²

found 5.8%³

Weight Loss at 12 Months

WeightWatchers Clinic 19.4%¹

Calibrate 15.7%²

found 8.0%³

Behavior change only:

Weight Loss after 1 Year

WeightWatchers Behavioral

42%

of members lost at least 5% of body weight at 52 weeks.¹⁹

NOOM

41%

of members lost at least 5% of body weight at 68 weeks.⁵

Weight Loss at 3 Months

WeightWatchers Behavioral

41%

of members lost 5% or more of body weight.⁴

vida

33%

of members lost 5% of baseline weight.⁶

Business Impact: Optimizing Weight Management Benefits

Treating obesity and related comorbid conditions, like type 2 diabetes, cardiovascular disease, and musculoskeletal concerns, has significant cost implications across medical and pharmacy claims. As a result, weight loss has a quantifiable impact on healthcare spending.

Healthcare spending is projected to increase:²⁹

↑ 8.5%
in 2026

Weight loss reduces average annual healthcare spending by an estimated:³⁰

↓ \$670/person
(5% BMI reduction)

↓ \$2,363/person
(20% BMI reduction)

The impact extends beyond controlling costs. Weight loss and weight management support also has a positive effect on key business metrics. In addition to tracking positive behavior changes and weight loss results, a recent clinical trial highlighted how the WeightWatchers Clinic program impacts work life. Trial participants reported a 46% boost in work-related quality of life,¹⁰ which has the potential to produce significant ripple effects, including increased productivity, higher job satisfaction, improved employee engagement, and reductions in absenteeism and presenteeism.

**Estimated return
on investment**

Up to 4X ROI¹²

achieved by organizations
offering the WeightWatchers
for Business platform

However, delivering a weight management platform that meets your organization's objectives and employee expectations can be challenging, requiring unique population analysis and cost considerations. Our science-led approach provides data and insights to inform your decisions and help you achieve measurable, meaningful results.

Recognizing there's no one-size-fits-all solution for weight health, our comprehensive platform flexes to meet your needs and priorities through an innovative mix of behavioral, clinical, and community support. By delivering individualized experiences, our platform is built to optimize participation – a valuable lever for employee engagement and satisfaction.



Conclusion

Achieving Results That Matter

As the most studied commercial weight management program, WeightWatchers partners with organizations to achieve results from sustainable weight loss and improved health outcomes through platform ROI and cost containment.



business.weightwatchers.com

Learn More

About WeightWatchers for Business

We recognize that weight management isn't one size fits all. Our full-spectrum platform flexes to fit with individualized experiences designed to achieve weight health at scale with behavioral, clinical, and community care.

Our focus is on helping you solve your organization's biggest weight health challenges. With 35+ years of experience serving 300+ commercial clients and a wealth of consumer insights that come from millions of WeightWatchers members, we put our proven track record of innovation and success to work to help you control costs, improve health outcomes, and boost engagement.



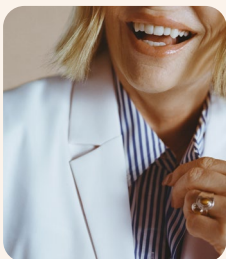
180+

published studies,
including 40+ randomized
controlled trials



90%

commercial client
satisfaction³¹



300+

commercial partnerships
with employers and
health plans



August Miller

140lbs lost³³

WeightWatchers member
Behavioral Program + Workshops

"Knowing that my employer shares a concern for their employees' health goes a long way. Whether [it's] in-person and virtual workshops, all the features and accountability of the WeightWatchers app, or the online community that I've found, having access to WeightWatchers through my employer helps keep me motivated to find balance and live a much healthier lifestyle."

About the Research:

Overviews of 5 Key Studies

Study 1

Longitudinal Weight Loss with GLP-1s + WeightWatchers Clinic¹⁵

Analysis of real-world data evaluating the effectiveness of WeightWatchers Clinic on weight loss over an extended period (up to 24 months) in 3,503 members taking long-acting subcutaneous GLP-1 receptor agonists.

Key Result

Value beyond initial weight loss:

Average 20.5% weight loss at 24 months for WeightWatchers Clinic members taking GLP-1 medications.

Study 2

Improved Health Behaviors and Quality of Life

A six-month single arm trial evaluating the pre-post differences in 180 participants starting a GLP-1 medication with access to the WeightWatchers Clinic suite and GLP-1 Nutrition program in an intent-to-treat analysis.

Key Result

WeightWatchers GLP-1 Program significantly improves critical health behaviors and quality of life:

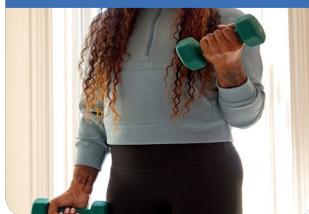
34.7%

improvement
in diet quality¹⁷



53.2%

increase in strength
training frequency¹⁷



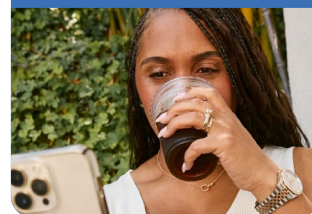
53%

improvement in
overall weight-related
quality of life¹⁰



46%

improvement in
work-related quality
of life¹⁰



Study 3

Weight Lost with WeightWatchers + Oral Meds¹⁶

A 12-week randomized controlled trial evaluating the impact of WeightWatchers behavioral program alongside oral weight loss medication.

Key Result

The combination of WeightWatchers Behavioral Program and oral weight loss medications amplifies results:

54% more weight loss vs. oral medications alone.

Study 4

Weight Loss with a Friend

Based on an internal data analysis involving more than 1.7 million members evaluating the power of community and social support on weight loss outcomes.

Key Result

Community connection impacts adherence and success:

WeightWatchers behavioral members who referred a friend to the program had 45% more weight loss at week 12.²¹

Endnotes

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4. Tate DF, Lutes LD, Bryant M, et al. Efficacy of a Commercial Weight Management Program Compared With a Do-It-Yourself Approach: A Randomized Clinical Trial. *JAMA Netw Open*. 2022;5(8):e2226561. doi:10.1001/jamanetworkopen.2022.26561
5. Based on a 68-week study comparing a group receiving a 16-week Noom program and a group receiving a 16-week Do-It-Yourself educational resource program.
6. The results are based on 18,622 participants and measured from January 1, 2024 to March 30, 2025. "Clinical Obesity Management Outcomes," Vida Health, May 2025.
7. Based on a 6-month randomized controlled trial (n=376) that compared participants following WW to those given standard nutritional guidelines alone. Palacios et al. Effectiveness of a digital weight management program on diet quality: a randomized controlled trial. *AJCN*. 2025. Funded by WW International, Inc.
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11. Based on a 2024 internal analysis of WeightWatchers for Business average monthly engagement among enrolled members.
12. Developed in collaboration with Arbital Health Actuaries, a third-party actuarial firm. Does not include the cost of medication.
13. Based on a 6-month randomized controlled trial (n=376) that compared participants following WW to those given standard nutritional guidelines alone where 19.3% of WW participants achieved 10% weight loss. Palacios et al. Effectiveness of a digital weight management program on diet quality: a randomized controlled trial. *AJCN*. 2025. Funded by WW International, Inc.
14. Based on a 6 mo clinical study of the WW program. Xu R, Bannor R, Cardel MI, Foster GD, Pagoto S. How much food tracking during a digital weight-management program is enough to produce clinically significant weight loss?. *Obesity (Silver Spring)*. 2023;31(7):1779-1786. doi:10.1002/oby.23795
15. Based on observational study of 4,317 WW Clinic members who initiated anti-obesity medication treatment through WW Clinic between January 2022–December 2024. Ruddiman et al. Twenty-four month outcomes from a real-world telehealth obesity treatment clinic using anti-obesity medications. Manuscript under review.
16. Based on a 12-week randomized controlled trial (n=101) that compared taking bupropion & naltrexone medications on their own to taking bupropion & naltrexone with the WeightWatchers behavioral program, including the Points® Program. Jones et al. Manuscript under review. Funded by WW International, Inc.
17. Based on a 6-month clinical trial (n=180) of individuals with overweight or obesity taking semaglutide/tirzepatide for weight loss and related outcomes within the WW Clinic Program who increased their Healthy Eating Index score from 55.0 to 65.1. Heinberg et al. *Effectiveness of a Telehealth Medical Weight Management and GLP-1 Specific Behavioral Program: A 24-Week Single-arm Study.* Manuscript under review. Funded by WW International, Inc.
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28. Based on an internal analysis of data from January 2022 - July 2023 sign-ups in 3,486 women on weight management medications 45 years or older.
29. Behind the Numbers, PwC, July 2025.
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31. Based on WeightWatchers for Business internal client satisfaction survey results; Large and Jumbo Clients; Sept. 2022.
32. Based on a 2023 survey by Cerner Enviza of 500 doctors who recommend weight loss programs to patients.
33. August Miller typicality statement: At 6 months, participants in a clinical trial of the WW program lost an average of 12 lbs (5.4% of body weight).