



Virta Vitals: Life After GLP-1s

GLP-1s have been touted as miracle drugs for helping people shed pounds quickly. But what happens when the shots stop?

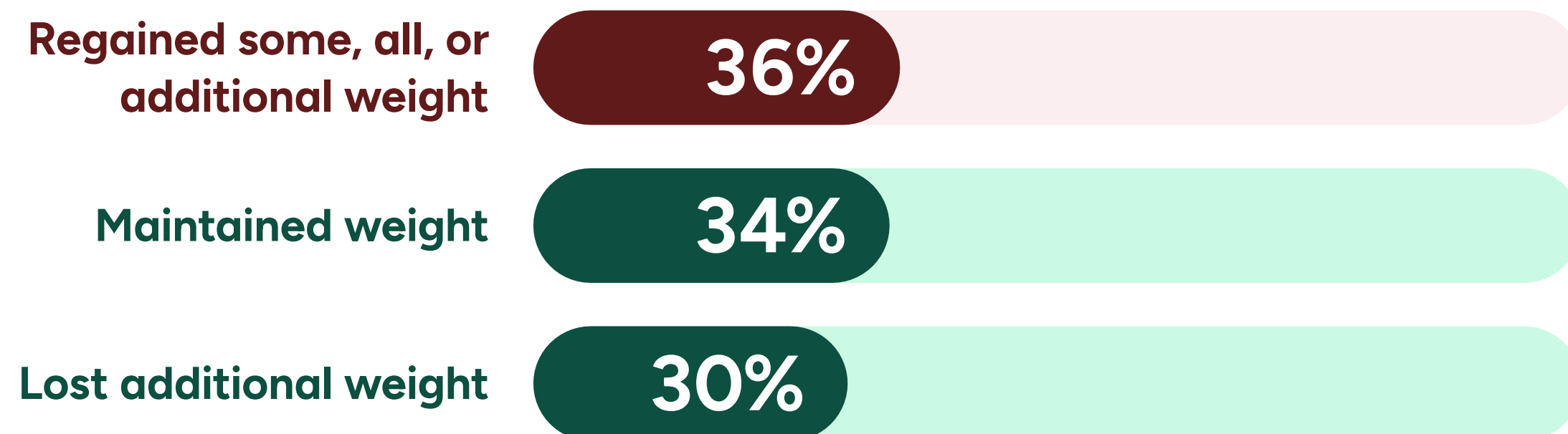
June 2025



Weight regain is common

GLP-1s may kickstart weight loss, but keeping it off is a different story. More than 1 in 3 people who stopped the meds regained some, all, or even more weight. It's not a failure—it's a signal that support and lifestyle changes after the shot really matters.

36% of U.S. adults regained some or all the weight six months after they stopped taking GLP-1s.



Going cold turkey is risky

A surprising number—1 in 4 people who didn't hit their goals—just stopped taking GLP-1s abruptly. Without a plan, that “off-ramp” can feel more like a dead end.

1 in 4 quit taking GLP-1s abruptly.

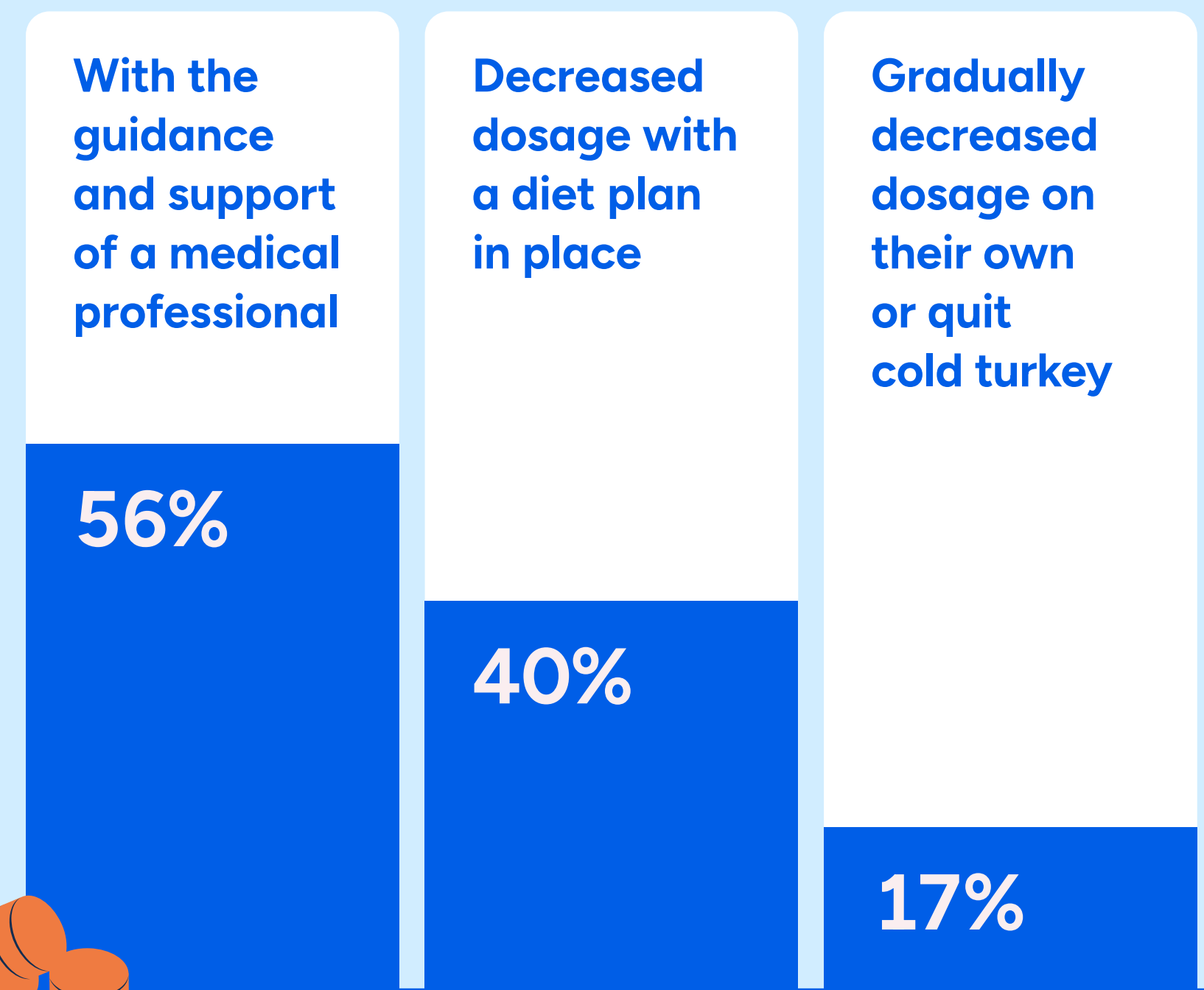


With guidance, weight loss continues

People who worked with a healthcare provider to slowly reduce their dose, vs those who quit abruptly, were **8x more likely to keep losing weight** after stopping GLP-1s. Success doesn't happen by accident—it happens with guidance and support.

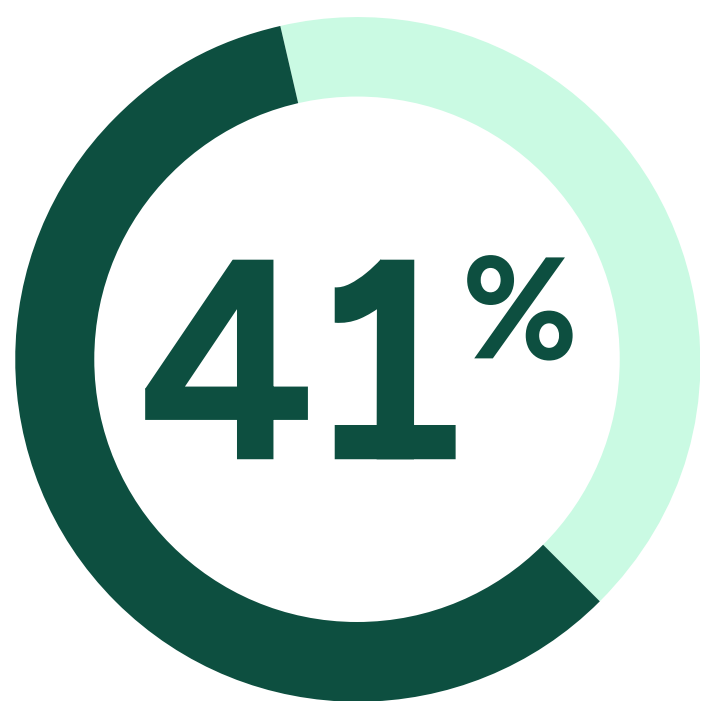
...Without it, most stall

Over half who tapered GLP-1s with medical guidance kept losing weight—compared to just 17% who went it alone.

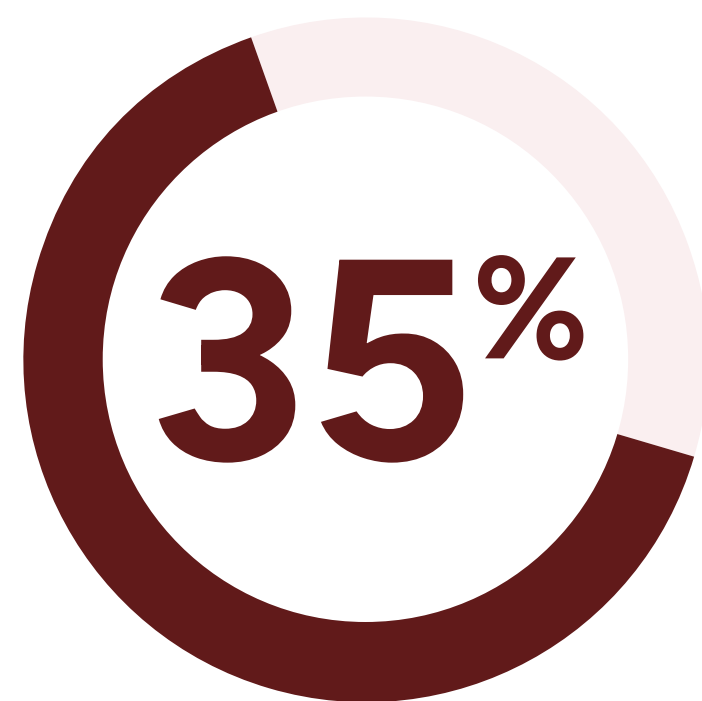


The power of real lifestyle change

When people stuck with their new eating habits post-GLP-1s, more than half maintained their weight, and 43% lost even more. Food isn't just fuel—it's the foundation of lasting results.



Of U.S. adults who took GLP-1 medications made changes to their eating habits while on the medication and continued those habits after stopping



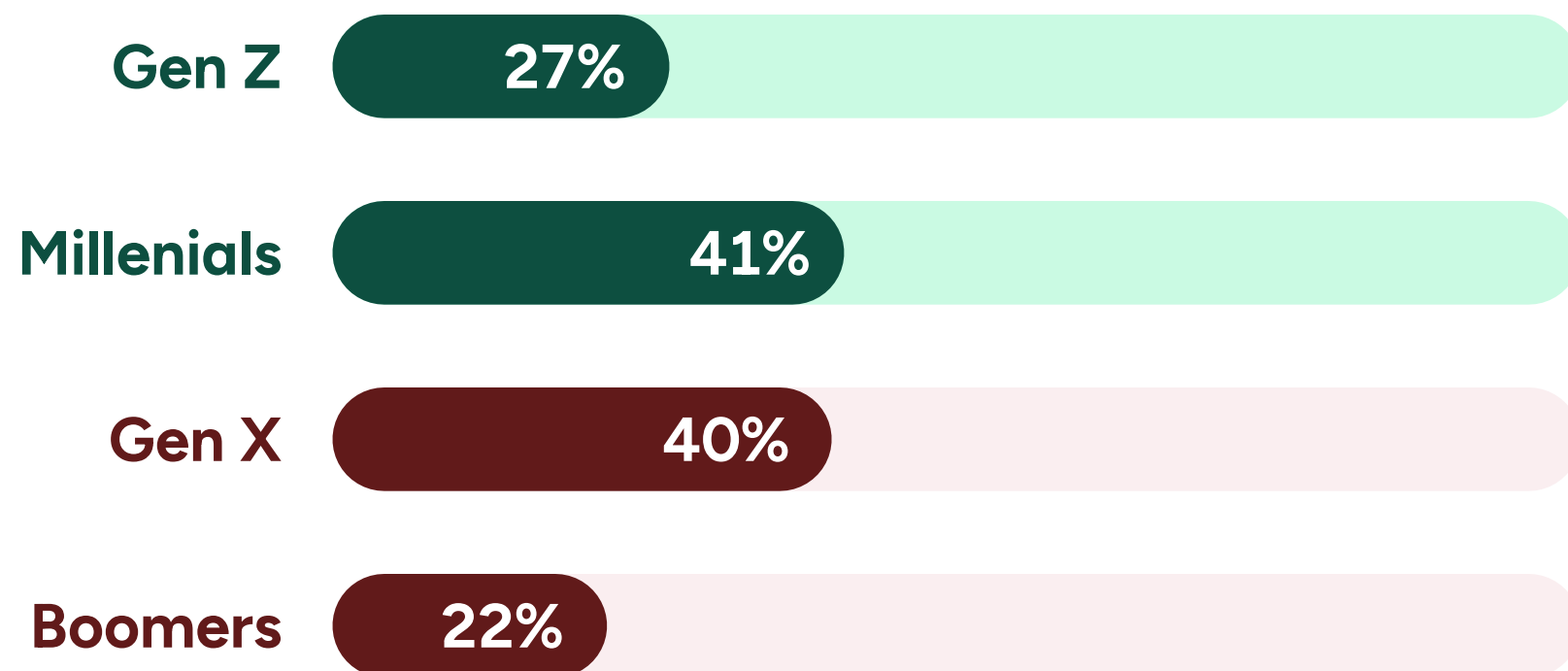
Of U.S. adults reverted to their previous eating habits after stopping.



Healthy habits in the hustle years

Gen Z and Millennials were the most likely to hit their weight loss goals on GLP-1s.

But Millennials and GenXers were most likely to drop healthy habits once the meds stopped, indicating adults in their hustle era need more support to make healthy habits stick.

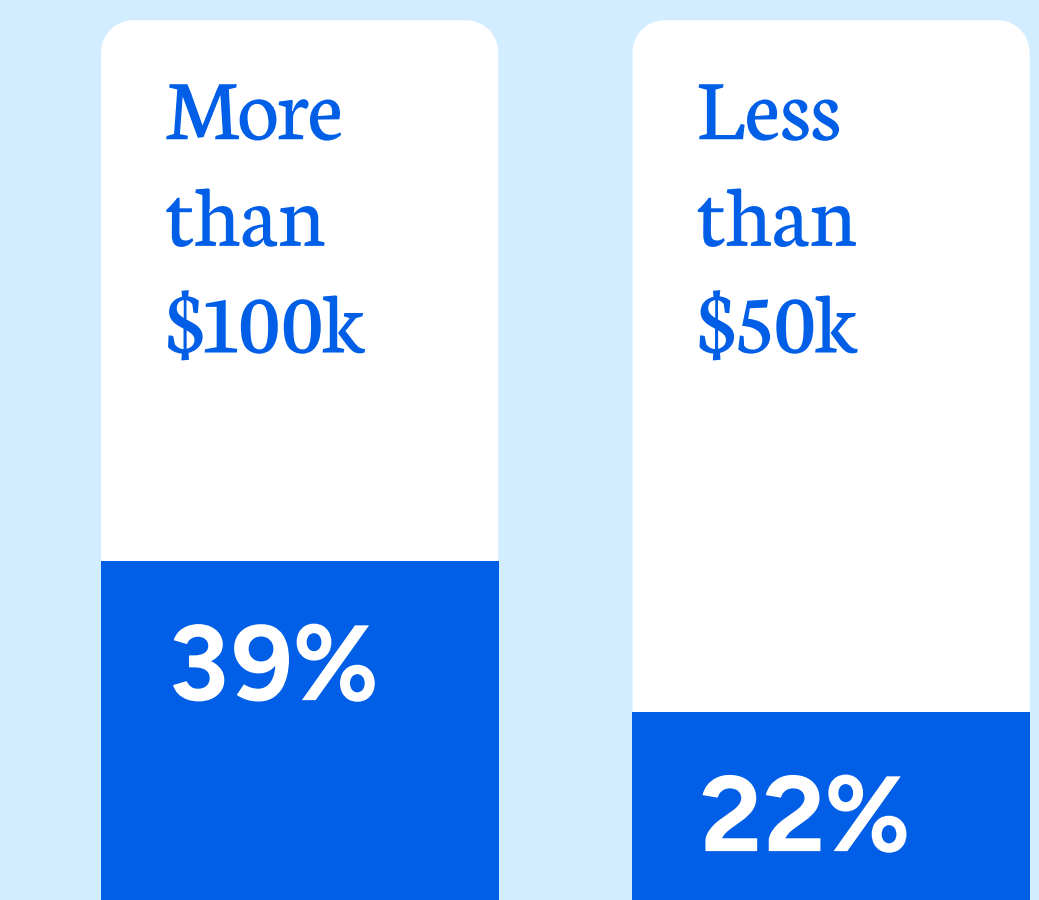


Age and resources matter

Boomers are the least likely to stop taking weight loss meds under the supervision of medical professionals (16%), and are also least likely to do it with a plan in place (14%) compared to all other age groups.

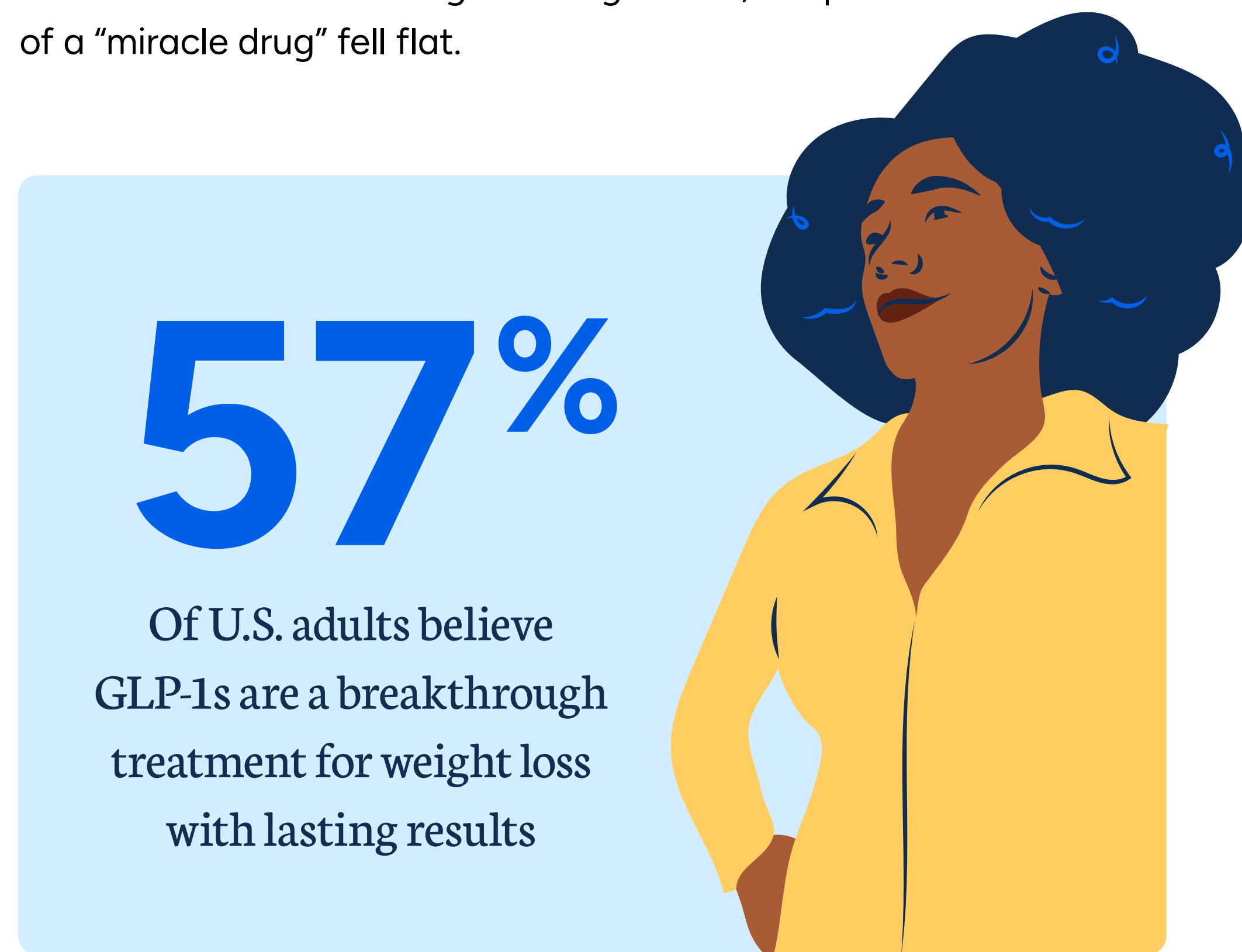


Of those who lost additional weight after stopping GLP-1s, 39% had an income of 100K+ versus just 22% who make less than \$50K; suggesting that income and access to resources and support make a difference.



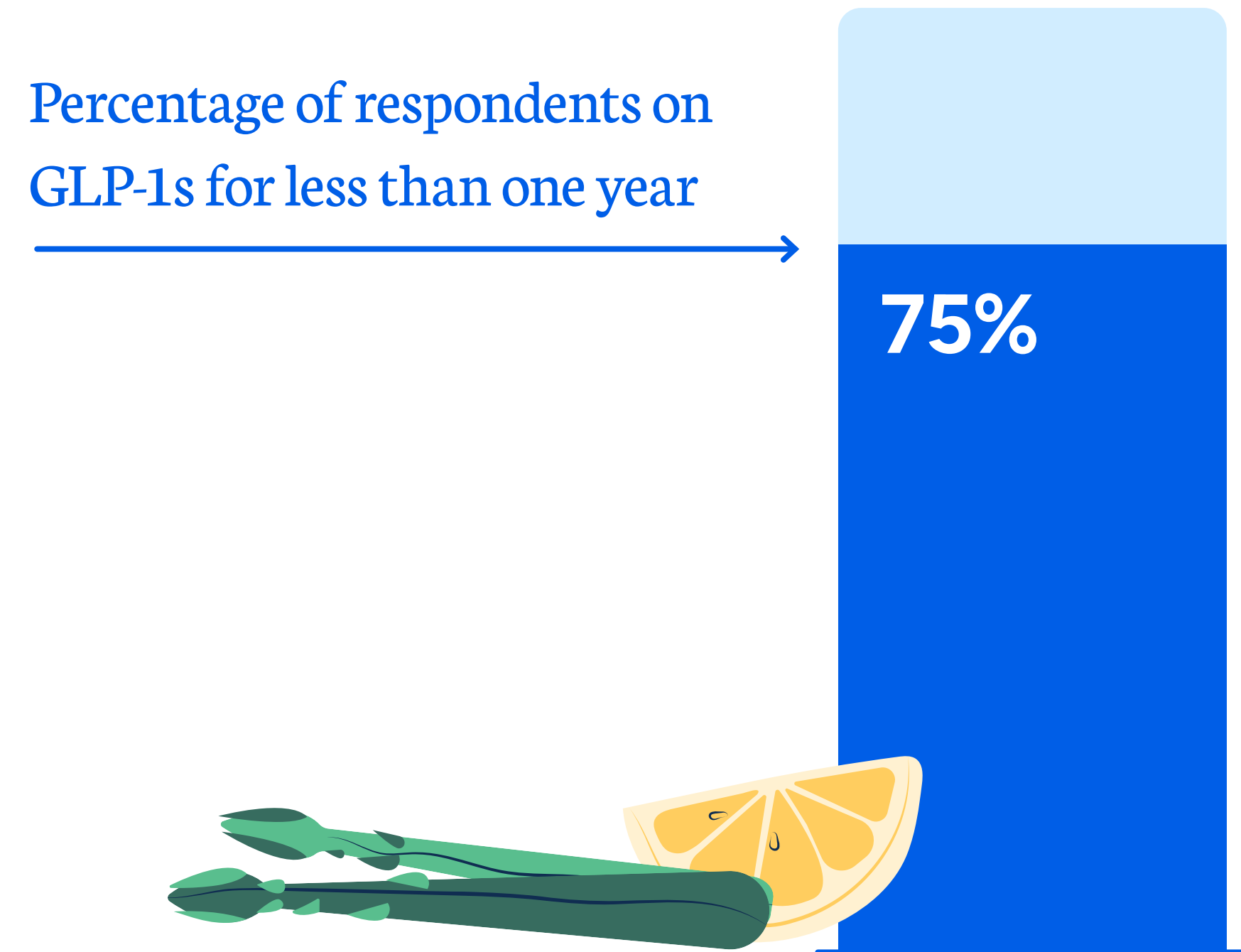
GLP-1s: YOLO or yo-yo?

A surprising **43% believe that GLP-1s are just another fad**. For those who didn't get lasting results, the promise of a "miracle drug" fell flat.



A lifetime sentence or early parole?

Despite pharmaceutical companies saying these meds are a lifelong commitment, consumers certainly don't see them that way and are looking for an off-ramp.



About this survey

Virta commissioned this research to capture the perspective of 500 nationally representative U.S. adults on their experiences with GLP-1s for weight loss.

About [Virta Health](#)

Virta Health is the leader in diabetes reversal and sustainable weight loss. Through a combination of personalized nutrition, technology, and expert support, Virta empowers members to build longer, healthier lives—while reducing or eliminating the need for medications.

About [Wakefield Research](#)

Wakefield Research works with the biggest brands and agencies in the world in nearly 100 countries. We're also a resource for emerging and growing brands looking for an experienced partner. Top-tier media cite our research daily because of our reputation for quality, credible research insights. Most importantly, we work with organizations who value thoughtful and customized consultancy.

Methodology

The Virta Health Survey was conducted by Wakefield Research among 500 U.S. adults ages 18+ who stopped taking GLP-1 medication a minimum of six months ago, between March 21st and April 1st, 2025, using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

