New Survey from Atkins Reveals More than Half of People Unintentionally Join Their Romantic Partner on a Weight Loss Journey

July 29, 2025

Couples unexpectedly adopt eating and lifestyle habits by proxy as one partner's journey to wellness becomes a win for both!

DENVER, July 29, 2025 /PRNewswire/ -- Atkins, the industry pioneer of the low-carb movement, today released compelling new survey results that show couples mirror each other's wellness habits without even trying. In fact, Atkins Couples Wellness and Weight Loss Mirroring Survey found **more than half (55 percent)** of survey respondents with a partner on a health journey joined them on that journey without ever consciously deciding to, highlighting how couples unconsciously adopt mimicking habits by proxy.



According to Atkins' survey, nearly half (47 percent) of couples who tackle wellness goals together call it the "ultimate relationship hack," with benefits extending past the scale. **Sixty-six percent** of respondents say adopting healthier habits together reduces relationship stress. A shared focus on wellness also strengthens physical connections and can lead to a more fulfilling intimate relationship: **Sixty-two percent** of partners who prioritize wellness as a team have more sex because they feel more confident.

When looking at GLP-1 medications, Atkins found that their impact goes beyond the individual taking them. **Fifty-five percent** of people on GLP-1s say their partner also unintentionally lost weight, and nearly **61 percent** of non-GLP-1 users adopted their GLP-1 using partner's eating habits by proxy. This is a powerful example of weight loss mirroring and highlights how lifestyle changes initiated by one partner can integrate into the household and result in shared benefits.

"This research underscores how deeply connected our wellness journeys are to our relationships, sometimes without us even realizing it," said Ryan Thomas, Senior Vice President and General Manager of Atkins. "When one partner focuses on health, we can clearly see the ripple effect that benefits both individuals. For those looking to jumpstart or maintain their journey, Atkins is here to help with our array of high protein, low carb lifestyle recipes and products that make weight management easy and delicious."

Romantic partners can provide some of the strongest support on the path to wellness, with **59 percent** of couples claiming their partner is most or very influential in their journey. When one person began exercising more, their partner also followed suit (**70 percent**). However, partners can also present a challenge for some couples: **Twenty-nine percent** of partners are the top culprit in derailing progress due to keeping unhealthy snacks at home. But with everything from protein cookies and gummy bears to frozen meals and breakfast bars, Atkins offers a variety of products and recipes to make any journey tasty and satisfying.

Atkins has partnered with reality TV couple Sean and Catherine Lowe, who are proof that wellness is better (and easier!) when done together, to further highlight that wellness isn't a solo journey.

"After more than 10 years of marriage, we know how easily couples pick up each other's wellness behaviors – from pregnancy weight gain to holiday indulging," said Catherine Lowe. "That's why we lean on each other and Atkins to keep healthy habits going. When one of us makes a positive change, it naturally inspires the other – and Atkins' high protein, low-carb offerings make it so much easier to stay on track together."

"We're excited to partner with Akins because their products naturally fit with how we live," said Sean Lowe. "Having tasty, high-protein, low-carb snacks and recipes on hand help us make better choices without feeling like we're sacrificing anything – and supporting each other along the way keeps us motivated!"

To learn more about Atkins and its portfolio of offerings, please visit atkins.com.

Survey Methodology: In May 2025, Atkins Nutritional commissioned a national US study of cohabitating couples among 1032 US adults, via online survey with independent research firm Reputation Leaders, where one or both were on a wellness and weight loss journey. To participate, respondents and they and/or their partner were taking actions specifically with weight loss in mind, including their use of GLP-1 medications, and asked about their experiences and perceptions of their or their partners wellness and weight loss journey.

About The Simply Good Foods Company
The Simply Good Foods Company (Nasdaq: **SMPL**), headquartered in Denver, Colo., is a highly-focused food company with a product portfolio consisting primarily of nutrition bars, ready-to-drink shakes, sweet and salty snacks and confectionery products marketed under the Atkins™, OWYN™, and Quest™ brands. Simply Good Foods is poised to expand its wellness platfor through innovation and organic growth along with investment opportunities in the snacking space and broader food category. Simply Good Foods aims to lead the nutritious snacking movement with trusted brands that offer a variety of convenient, innovative, great-tasting, better-for-you snacks and meal replacements. Please visit **http://www.thesimplygoodfoodscompany.com**.

About the Atkins™ Brand
Over the past 50 years, the Atkins brand has become an iconic American brand rooted in the nutritional principles of reducing sugar and carbohydrates, and using protein and good fats. Grounded in science and more than 100 clinical studies, the Atkins lifestyle has helped millions of people achieve their personal weight management and health goals. Atkins portfolio of products includes nutritional bars, ready-to-drink shakes, confectionary treats, and snacks to support the Atkins lifestyle, with free access to all of our tools, such as the website, 1600+ recipes, and more. Atkins products are available online at **Atkins.com**, through e-commerce, and in more than 43,000 locations throughout the U.S. and internationally. To learn more about Atkins, visit **www.atkins.com**.

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