

App Store complaint report

Lose It! - Calorie Counter · FitNow · current version 18.5.701

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2026-01-13 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	3.23
Reviews with a complaint	146 (49%)
Storefronts	CA 150, GB 100, US 50
All-time App Store rating (US)	4.77 from 781,851 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Pricing / subscription	91	2.3	18.0.301 (7), 18.0.200 (7), 18.1.700 (7)
Feature requests	58	2.2	18.0.301 (8), 18.3.700 (4), 18.0.200 (4)
Bugs	43	2.3	18.3.100 (5), 18.5.600 (4), 18.1.500 (4)
UX / design	39	2.3	18.0.301 (7), 18.1.700 (6), 18.2.102 (3)
Ads	23	2.1	18.0.200 (3), 18.5.600 (2), 18.2.500 (2)
Performance	10	2.3	18.0.300 (2), 18.4.201 (1), 18.3.501 (1)
Crashes / freezes	6	2.6	18.4.202 (1), 18.3.400 (1), 18.2.100 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
18.5.701	2	1.0	100%
18.5.600	26	3.6	38%
18.5.403	18	3.7	39%
18.5.402	12	3.8	33%
18.5.400	6	3.0	33%
18.5.301	3	4.7	0%
18.5.101	2	5.0	0%
18.5.100	2	3.5	50%

Representative quotes

Pricing / subscription

“extremely disappointed – I have been using this app for the past 5 years. I had purchased the lifetime subscription and then it was removed at the start of the year. Which was fine, I was ok with just the basic features. Today, I opened the app and found tha” (1★, v18.3.100, CA, 2026-05-26)

“Far too expensive – I love this app, I used the free version for a while and it was sufficient for my needs but I paid the annual £10 for the premium version to support the developers. I’ve come back to it a year on and now they want £75! It’s a pity as I woul” (1★, v18.3.700, GB, 2026-07-04)

Feature requests

"Cancelling sub unless you fix the UI – I'm guessing a recent update that forgot about functionality in favor of UGLY And inoperable design. Used to have a simple + button to enter menu for data entry. Now it's gone and have to down multiple levels to even ente" (1★, v18.2.102, CA, 2026-03-28)

"App Developers Don't Listen To Community – I've been a power user for a few years, logging every day for my body building. I even had premium for a long time before the developers removed lots of features I used. I've also been active on the loseitapp Reddit c" (1★, v18.2.102, GB, 2026-04-01)

Bugs

"Glitchy – It's a good app for tracking calories or macros. Helpful that you can connect your smart accessories for calorie tracking as well. There are a few issues, any time I open the app the screen freezes, you get a few taps in before it freezes but you clo" (3★, v17.6.704, CA, 2026-01-14)

"recipe import broken – Importing recipe from website or list of ingredients does not work. I get "unknown error", makes the app hard to use" (2★, v18.3.700, GB, 2026-07-13)

UX / design

"Terrible UI update – Loyal subscriber for 5+ years. Cancelling with new UI. CHANGE IT BACK." (1★, v18.0.301, CA, 2026-02-09)

"You have ruined it – I've used this app religiously since 2015, won't anymore. The new UI is terrible. Fire your UX dept" (1★, v18.3.100, GB, 2026-05-25)

Ads

"Ads, American Scum – Practically unusable due to ads. Also, Elbows Up!" (1★, v18.0.200, CA, 2026-01-18)

"Becoming useless – I've used this app for a few years and it was really easy to use and I preferred it over other tracking apps. Mainly I've just been tracking my daily calories and it was good to see at the top of the log how I was doing for the week. Over ti" (1★, v18.0.200, GB, 2026-01-17)

Performance

"Glitchy and slow – Often freezes and crashes" (3★, v18.4.202, CA, 2026-08-01)

"Hate the ui update – Wish I hadn't updated. The daily calorie bar being invisible until you scroll down is so infuriating and I dislike the pop up calendar. The food search is so zoomed in, makes it harder/ slower to parse info as you scroll through options. I" (1★, v18.4.201, GB, 2026-07-31)

Crashes / freezes

"RIP off avoid – Tried to get the app to sync with Garmin. Get to the screen to select Garmin Connect as instructed and it Freezes. All apps are up to date, it is a new iPhone but no means to contact developers and unable to get money back. Bunch of crooks" (1★, v18.0.300, GB, 2026-02-01)

"Crashes when trying to log meal – Recently redownloaded this app to track my protein intake and the app just crashes almost every time try to log a meal." (2★, v18.2.100, GB, 2026-03-26)

The 10 most important fixes

1. Soften the redesign backlash [UX / design · 55 reviews · avg severity 2.3/3 · versions 18.0.301, 18.1.700]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

"New User Interface is Tereible – I hate the new user interface where it only shows 3 macros at the top where we use to be able to scroll and see all numbers as well as a detailed calendar of each. I will be looking for a new app once my su" (1★, CA)

2. Justify or adjust the price [Pricing / subscription · 55 reviews · avg severity 2.2/3 · versions 18.0.200, 18.1.700]

Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

"Price Increase – I intially paid for a subscription in 2023 when it cost \$27.99 for a year. I recently came back to this app, only to realize they increased the yearly subscription to \$107.99! Thats almost 4 times the price it initially was" (1★, CA)

3. Ease paywall pressure [Pricing / subscription · 45 reviews · avg severity 2.3/3 · versions 18.0.200, 18.0.301]

Keep core features usable for free users or explain clearly what is paid; show the paywall less often.

"Good but most good features stuck behind paywall – It's good so far, just wish I could subscribe for a premium monthly subscription and not a year long one, as I won't be doing that - so sadly most of the good features are stuck behind a pa" (3★, GB)

4. Ship the most requested feature [Feature requests · 25 reviews · avg severity 2.1/3 · versions 18.0.301, 18.1.300]

Read the quotes below for the exact request; consider a public roadmap.

“Please add weight gain options – Hello, love the app but I’m trying to track my calories to gain weight and muscle but there’s no options for this, just maintaining or losing weight. Switching between periods of gaining weight to losing w” (1★, CA)

5. Improve content quality [Feature requests · 24 reviews · avg severity 2.0/3 · versions 18.5.600, 18.3.100]

Review the content areas users name; add a "report a problem" button on content.

“Inaccurate Counting – If you look closely at the totals on the daily journal, the values are miscalculated. Some days the protein will be undercounted. Today, fibre is over counted by 10. This is simple math. How could that go wrong? What e” (2★, CA)

6. Simplify navigation [UX / design · 23 reviews · avg severity 2.1/3 · versions 18.1.700, 18.0.301]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

“Hate the recent changes! – There have been a number of changes recently that I think have made it more difficult to use. The ‘done logging’ button is no longer at the very bottom but lost half way down the page, you have to scroll up and do” (3★, GB)

7. Reduce ad frequency and length [Ads · 20 reviews · avg severity 2.1/3 · versions 18.0.200, 18.5.403]

Cap ads per session, avoid unskippable video, and never show ads in the middle of a core task.

“Intrusive popup ads – Full screen unskippable video ads appear after every time you log something. You have to close the app and reopen it to skip it, very annoying. I’m fine with banner ads like every other app, but these are super intrus” (1★, CA)

8. Make trials and renewals transparent [Pricing / subscription · 16 reviews · avg severity 2.1/3 · versions 18.5.402, 18.5.403]

Show the renewal date and price before the trial ends; link to cancellation. Surprise charges drive 1-star reviews and refunds.

“Can’t cancel – Free trial and could t cancel. App didn’t show up under subscriptions and now charged \$80 for a bad app” (1★, US)

9. Fix features broken by the latest update [Bugs · 11 reviews · avg severity 2.3/3 · versions 18.0.301, 18.1.300]

Add regression tests for the features users name in these reviews before the next release.

““Done logging” button moved and no longer works – There used to be a little button at the bottom that you tap when you’re done logging and it gives you a checkmark on your calendar, which will track your streak. Now, the button is elsewhere” (2★, CA)

10. Stop data / progress loss [Bugs · 9 reviews · avg severity 2.3/3 · versions 18.3.100, 18.3.501]

Reproduce sync and restore paths; add server-side backup and a visible "restore" option.

“Essential - but needs a fix – I’ve used this app every day since August 2025, and it helps me to track all of the important stuff. But lately I’ve noticed that the sync with my Apple Watch is faulty, and either misses a day completely, or u” (5★, GB)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.