

App Store complaint report

Noom Weight Loss, Food Tracker · Noom, Inc. · current version 14.40.0

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2024-09-11 to 2026-10-21).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	2.67
Reviews with a complaint	193 (64%)
Storefronts	GB 100, CA 100, US 100
All-time App Store rating (US)	4.70 from 873,527 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Pricing / subscription	115	2.4	14.32.0 (16), 14.39.0 (6), 14.31.0 (6)
Bugs	95	2.4	14.32.0 (14), 14.39.0 (5), 14.31.0 (5)
Feature requests	81	2.3	14.32.0 (12), 14.31.0 (6), 14.39.0 (4)
UX / design	44	2.3	14.32.0 (6), 14.17.1 (3), 14.31.0 (3)
Performance	27	2.3	14.32.0 (3), 14.14.0 (2), 12.47.1 (2)
Crashes / freezes	22	2.4	14.32.0 (3), 14.14.0 (2), 13.48.0 (2)
Ads	1	2.3	14.39.0 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
14.39.0	18	2.4	50%
14.38.0	7	2.0	71%
14.36.0	3	1.7	100%
14.32.0	67	3.1	45%
14.31.0	17	2.8	59%
14.29.0	1	4.0	0%
14.27.0	5	3.8	40%
14.26.0	1	3.0	100%

Representative quotes

Pricing / subscription

“Awful – I used Noom years ago and had some good success. I cancelled my subscription once I met my goals. Recently I decided to start tracking my food again as the app still worked for free. That was going soo well I decided to pay for the subscription again. ” (1★, v13.23.0, CA, 2025-07-01)

“Have to suddenly pay – I have been using Noom for a while. I was really pleased with the results I was seeing. When I first signed up for the app they had stated “weight loss should be for everyone and you shouldn’t have to pay if you can’t afford it” at the t” (1★, v13.40.0, CA, 2025-10-24)

Bugs

"Won't Be Renewing - I got a good start from this app and am well on my way to my goals (improved blood work and fitting better in my clothes). But I won't be renewing. The app is buggy and I have already spent too many hours (no joke) troubleshooting with sup" (3★, v14.32.0, US, 2026-09-03)

"Very disappointing - Some of the exit & delete buttons do not work too well & as a consequence my subscription was cancelled by mistake after visiting the 'refer a friend' - while there after already paying £14.00+ for my free trial; I was asked if I " (1★, v12.43.0, GB, 2024-11-15)

Feature requests

"Major downgrade in latest update - I have used Noom for many years for food tracking and weight loss. I found no benefits added from the paid version, so I used free for most of that time. Their latest update has rendered the free version nearly useless shoeho" (1★, v13.36.0, CA, 2025-09-29)

"Frustrated - Purchased the yearly Subscription but the app still Shows locked out features like food scan. Accessing your account info is impossible on app. I used to enjoy the old Noom app and now its way over done and busy, the app. Wishing I never subscribe" (1★, v14.24.0, CA, 2026-07-08)

UX / design

"Make it load faster! - App is really slow to load and is not very well designed in terms of the layout of frequency used features." (3★, v12.47.1, GB, 2025-01-05)

"Absolutely useless outside of US - None of the bar codes work if you're outside of the US. Clearly the app relies heavily on people outside of US to manually input nutritional information which makes this app completely annoying and useless. Also false adverti" (1★, v13.10.0, CA, 2025-04-04)

Performance

"Great app, super slow loading - This is a great app, period. PLEASE fix it, so that it doesn't load forever when I try to add something super quickly. Honestly it's way too expensive for the app to be unresponsive to the point that I have to try and close + re" (3★, v12.41.0, GB, 2024-11-02)

"Slow to load - Effective when used. App however has been very slow to load (using an iPhone 13 pro max)." (3★, v12.47.1, GB, 2024-12-25)

Crashes / freezes

"Can no longer track weight, crashing. - Last update broke the weight tracking graph for me, if I log my weight the app crashes. Opening the graph without tracking also crashes the app. Tried reinstalling, restarting my iPhone, etc and it's still happening. Sub" (1★, v14.14.0, CA, 2026-04-30)

"With the subscription amount you charge, still able to get worse? - It got even worse now - previously you could save your food diary while offline, now they disabled this feature. As I often filled it while riding a tube, the app became unusable to me. Shame." (1★, v12.34.0, GB, 2024-09-11)

Ads

"Designed for you to fail - I wasn't going to make this review because I have ADHD and accountability is hard for me - which is why I opted for this program in the first place. I paid (a lot) for the noom ap for 2 years and the 'accountability' they advertise i" (1★, v14.39.0, CA, 2026-10-17)

The 10 most important fixes

1. Justify or adjust the price [Pricing / subscription · 68 reviews · avg severity 2.4/3 · versions 14.32.0, 14.31.0]
Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

"Noom is not worth it - Why do I have to fix their buggy app all the time? They only say... well it must be the new updates... well folks don't waste your money on a company that isn't into weight loss they are only into selling you glp1." (1★, US)

2. Answer support requests [Bugs · 47 reviews · avg severity 2.5/3 · versions 14.32.0, 14.31.0]

Add an in-app contact option and reply to these App Store reviews; Apple lets developers respond publicly.

"Disappointing Experience With Noom Med's Prescription Coordination - I'm extremely disappointed with my experience with Noom Med. I paid \$387 for the 12-week branded GLP-1 telehealth program, in addition to paying \$349 separately to NovoCar" (1★, US)

3. Make trials and renewals transparent [Pricing / subscription · 49 reviews · avg severity 2.3/3 · versions 14.32.0, 14.39.0]

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

“Charged for trial week – I was offered an additional week trial yesterday and it said after that it would charge £94 for two months unless cancelled but it charge me straight away on the 1st day of trial. I’ve been waiting online for two da” (1★, GB)

4. Soften the redesign backlash [UX / design · 44 reviews · avg severity 2.5/3 · versions 14.32.0, 13.40.0]

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

“New update failure for past clients – I used the Noom program and liked it the regular old app and paid program were good. I had given that a 4 or 5 in the past. The new update though just kicked me into some new free version that on tracks” (1★, CA)

5. Improve content quality [Feature requests · 37 reviews · avg severity 2.2/3 · versions 14.32.0, 14.3.0]

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

“Nutrition Information is Missing / Wrong – Nutritional facts for so many foods is missing and when it is there it’s incorrect. It defeats the purpose of calorie tracking if the data is wrong. The app is too expensive to be having these issu” (3★, CA)

6. Stop data / progress loss [Bugs · 33 reviews · avg severity 2.4/3 · versions 14.32.0, 13.34.1]

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

“Cronometer is better and cheaper – Update: i got an unhelpful email from customer support saying all my data has been deleted, with no notice. I recommend trying Cronometer and MyFitnessPal, for similar service at a more reasonable price. ” (1★, CA)

7. Ease paywall pressure [Pricing / subscription · 26 reviews · avg severity 2.6/3 · versions 13.40.0, 14.32.0]

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

“Bad Business Decision – Noom has severely restricted its free version, forcing people into paid subscriptions. I have been a paid subscriber previously, and have had success in losing weight and I do believe in the system. I continued usin” (1★, CA)

8. Ship the most requested feature [Feature requests · 28 reviews · avg severity 2.2/3 · versions 14.32.0, 14.31.0]

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

“App stopped working and no options to request refund – Update to the update - finally got a hold of someone who instructed me to update the app (I guess it didn’t happen automatically) and that fixes the activity tracker issue for a few wee” (1★, US)

9. Fix features broken by the latest update [Bugs · 20 reviews · avg severity 2.5/3 · versions 14.14.0, 13.40.0]

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

“Annoyed – My app updated and now I can’t track exercise any longer it only tracks calories for steps. I’m likely going to use another app for tracking now” (3★, CA)

10. Fix login / account access [Bugs · 16 reviews · avg severity 2.7/3 · versions 13.46.0, 12.36.0]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

“SCAM, SCAM, SCAM!!! – I was offered to try noom for 14 days for £1.00, but when I signed up I was unable to access the website/app. It kept saying they didn’t recognised my email address and log in details. I just forgot about it and decid” (1★, 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.