



WHOOOP®

# 2026: The Future of Health and Living Longer

A Scientifically-Grounded Analysis of the  
United States' Shifting Relationship with  
Health, Performance, and Aging.

Foreword from Will Ahmed,  
Founder & CEO, WHOOP

# A Pivotal Moment: The Future of Health and Human Performance

At WHOOP, we have always believed that understanding your body is the foundation of human potential. What began as a mission to help our members measure sleep, recovery, strain, and stress has evolved into something much larger. Today, we are equipping people around the world with the insight to take control of their health and add healthy years to their lives.

We are at a pivotal moment. Modern science shows that daily behaviors can influence biological age, metabolic health, cardiovascular fitness, and resilience. But traditional health systems only capture snapshots in time. The new era of health is continuous, predictive, and deeply personal. It is powered by real physiological data, not guesswork.

This report highlights that shift across the United States. Millions of data points show people using wearable technology and AI to improve sleep, recovery, strength, mental health, and nutrition. They are no longer just tracking numbers. They are turning data into meaningful habits that support a longer, healthier life.

Technology and human insight are coming together to give individuals a clearer picture of how their bodies work and what they need each day. That is the future of health: simple, personal, science-driven, and actionable.

Our purpose is to help people take control of their health, feel better today, and stay healthier for years to come. And in doing so, move us closer to adding one billion healthy years to the planet.



A handwritten signature of Will Ahmed in black ink.

Will Ahmed  
Founder & CEO, WHOOP

# Introduction

## 2026: The Year Health Became Personal

The United States' relationship with health is undergoing its most profound shift in a generation. Across millions of physiological data points collected throughout 2025, one truth has become unmistakable: Americans are demanding a future where health is no longer defined by how long we live, but by how well we live.

As wearable technology and AI become more integrated into everyday life, people are no longer just looking at the numbers. They're changing their habits and behaviors to improve how they live.

At WHOOP, we witness this transformation in real time. Members across the US are closing the gap between information and action, using daily data to improve their sleep, build strength, reduce stress, and slow their Pace of Aging. This marks a cultural pivot away from reactive care and toward a new era of personalized, preventive health where individuals can finally understand what their bodies need each day and why it matters.

This report explores five defining trends shaping that future: **Longevity and Healthspan, Personalization through AI, Strength Training, Mental Health, and Nutrition & Supplement Culture** — all underpinned by the same goal: helping people make every day a healthier one. In 2026, health becomes personal: continuous instead of episodic, proactive instead of reactive, and grounded in the simple daily habits that help people feel better today and stay healthier for years to come.



## Living Longer Isn't Enough — 2026 Marks the Shift to Living Better

The last century added years to our lives. This one will add life to our years. In 2025, US adults became increasingly focused on staying functionally young — [87% of Americans](#) said they want to take steps to live healthier for longer. The cultural mindset is shifting: longevity without vitality is no longer acceptable. People now recognize that the goal isn't simply extending lifespan. They want to extend the years in which they can move, think, and perform at their best.

This shift mirrors global urgency. [The World Health Organization](#) has designated 2021–2030 as the Decade of Healthy Aging, underscoring the need for interventions that preserve capability and reduce the growing burden of age-related disease. The US has entered a new chapter: one where aging is something individuals can measure, understand, and influence daily.

Launched in 2025, **Healthspan on WHOOP** redefines what it means to age well. Grounded in physiology and powered by continuous monitoring, it quantifies how daily behaviors today influence long-term well-being. At its core are two key insights: WHOOP Age and Pace of Aging. WHOOP Age measures your physiological age, which can be younger or older than your actual age. Pace of Aging reflects how quickly your WHOOP Age is changing — a dynamic measure of how your habits are influencing your long-term health in real time.

Healthspan calculates these insights using nine metrics across sleep, fitness, and recovery — including sleep consistency and duration, daily steps, time spent in heart rate zones 1–3 and 4–5, strength activity, VO<sub>2</sub> max, resting heart rate, and lean body mass. Together, these metrics form a comprehensive view of how your body is trending



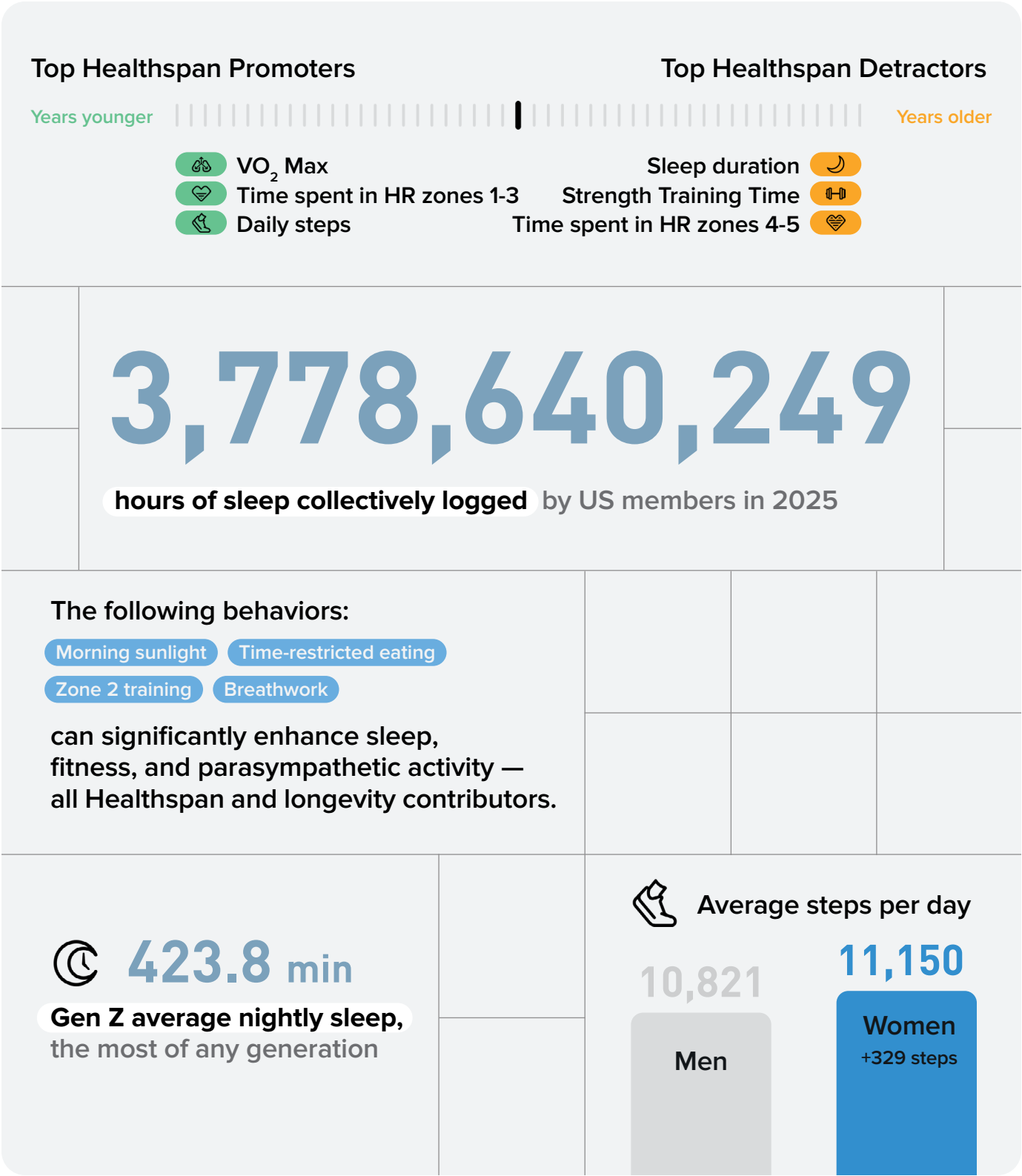
over time and what you can do to slow your Pace of Aging. This is already our most shared feature ever at WHOOP.

WHOOP research shows that [Healthspan](#) is a valid and powerful representation of biological aging. In a 2025 study of thousands of members, WHOOP Age correlated strongly with self-perceived health, chronic disease burden, and functional capability — revealing that people with healthier physiological profiles were meaningfully younger biologically. These findings validate WHOOP Age as an indicator of long-term vitality and reinforce a pivotal truth: the next frontier in longevity is not lifespan extension, but healthspan optimization.

In 2026, as Healthspan becomes a core part of everyday decision-making and preventive health gains cultural momentum, members will move beyond awareness and begin translating daily behaviors into measurable long-term vitality. The shift from living long to living well has officially begun. And it is only accelerating.



# WHOOP Data Snapshot



WHOOP data shows that a substantial proportion of US adults are not meeting basic recommendations for sleep and physical activity



Life is short, but it can feel long and full if we are willing to do the small daily habits that aid in that long, full life... Now with Healthspan, we have a better idea of how habits directly affect that long, full life we are striving for. Every habit can add minutes, days, months, and years for more memories, belly laughs, and hard workouts.”

—Jo, WHOOP Member

## PERSONALIZATION VIA AI

# AI Becomes Guidance — and Personalization in Health Becomes the New Standard

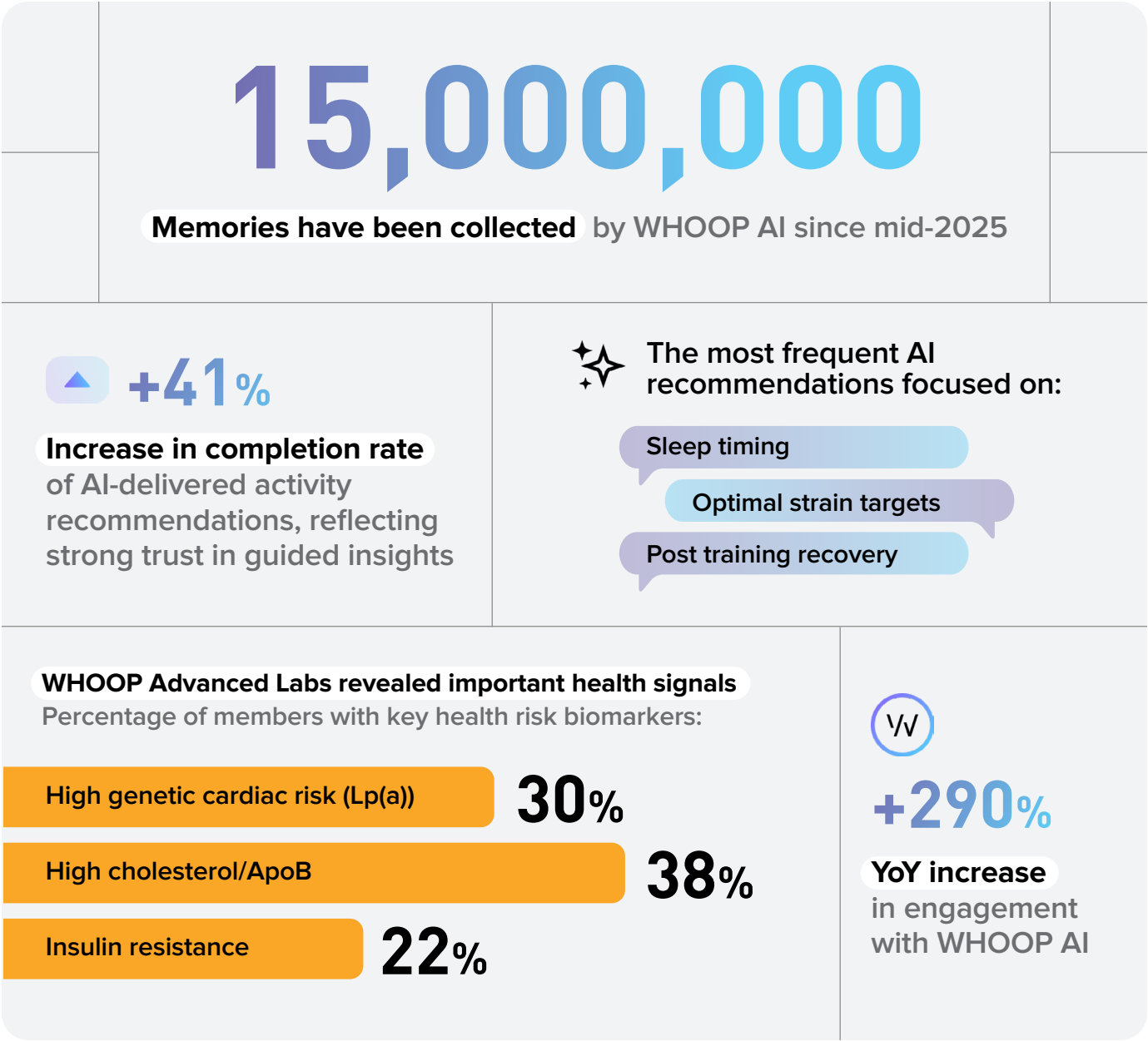
The shift toward hyper-personalized health reached a turning point in 2025. AI evolved from simply tracking activity to intelligently guiding human performance through its power and ability to converse and help people make sense of the data behind their well-being. With over half (57%) of American adults now supportive of AI in patient care, the foundation is set for a new era in health technology that blends human insight with machine precision.

In 2025, WHOOP introduced even deeper **AI guidance** designed to translate complex biometric data into real-time, actionable guidance. This adaptive system combines inputs such as recovery, sleep, strain, and even lab results with contextual personal factors like health status, personal life goals, and behavior to create a personalized experience. Members can ask questions or chat with WHOOP from any in-app screen to receive insights on their day's potential, optimal training windows, and recovery needs — empowering proactive decision-making with deeper, real-time context.

Not only does WHOOP learn your goals, preferences, and patterns; it remembers them and layers in context from your life so that guidance always fits what's actually happening.



# WHOOOP Data Snapshot



WHOOOP creates a dynamic intelligence layer that evolves alongside each member's health. This integrated model transforms raw data into precise, personalized action while setting a new standard for proactive health management and enabling individuals to intervene earlier, train smarter, and age better.

In 2026, WHOOOP will deepen its AI-led capabilities across health, training, and biomarker interpretation. The goal of unlocking one billion healthy years is enabled by both the health and AI capabilities of WHOOOP. This link will grow stronger as we deepen our offering in blood panels and women's health integrations, providing a complete view of human health.



Getting my Daily Outlook and following activity recommendations keeps me motivated and on the right track. I'm notorious for overtraining, but with my WHOOP, I know exactly how much strain and recovery I need to keep making physical gains even at age 65!

—Rose, WHOOP Member





## STRENGTH TRAINING

# The Foundation of Healthy Aging

Once linked mainly to aesthetics, strength is now [recognized](#) a component of healthy aging. For women especially, resistance training has become essential to maintaining mobility, bone density, and long-term vitality.

**Strength Trainer** on WHOOP helps members see the science behind their strength. By tracking custom workouts, total load, and weekly frequency, members can see how resistance training directly impacts recovery and WHOOP Age, turning every lift into a long-term investment in health.

A robust body of [research](#) shows that 30–60 minutes of strength training per week can reduce mortality risk by 10–30%. WHOOP data reinforces this, demonstrating a clear link between consistent resistance training and a lower WHOOP Age. Strength training does more than improve muscle mass. It plays a central role in metabolic health, cardiovascular resilience, and functional independence, effectively helping members turn back their biological clock.



# WHOOP Data Snapshot

Top five most popular strength-based activities:

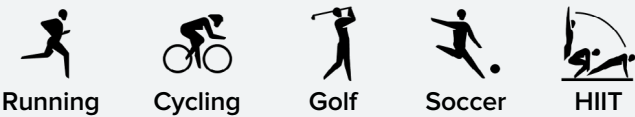


84%

of global members participated in at least one strength training activity this year

+2.86% global increase in strength training in 2025

Popular strain activities among men



Popular strain activities among women



Top two generations that strength trained twice per week:

38%

Gen X

37%

Millennials

31%

of total activities in 2025 were strength-based for women, an increase from 2024

In 2026, functional strength will take an even more prominent role in personal health, particularly among women who are increasingly embracing resistance training as a core longevity strategy. WHOOP will expand Strength Trainer capabilities to include load progression analytics, giving members deeper visibility into how their strength improves over time and how those improvements directly support healthier aging.



“

I hadn't been doing enough strength training, and am now realizing I need to include resistance training to keep my body young! Nobody wants to work hard with no benefit, and the Healthspan feedback makes you feel like it is all worth the effort.”

—Trudie, WHOOP Member

## MENTAL HEALTH

# The Mind–Body Connection Gets Quantified — A More Complete View of Human Health

In 2025, mental well-being took center stage. While practices like breathwork, cold exposure, and somatic therapy became mainstream, in a 2024 [poll](#), 43% of US adults said they felt more anxious than the previous year (up from 37% in 2023). WHOOP data reveals how mental and physical health intersect, helping members identify the physiological signs of stress before they feel them.

**The WHOOP Journal** encourages members to log daily behaviors, from mood and motivation to therapy, gratitude, and social fulfillment. It's not just positive behaviors either — WHOOP lets members log moments of anxiety and stress. When paired with physiological data, these logs create a powerful picture of how the mind and body respond to stress and recovery.



# WHOOP Data Snapshot

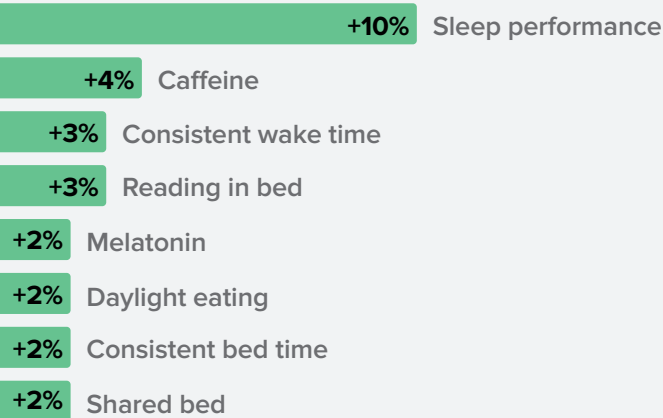
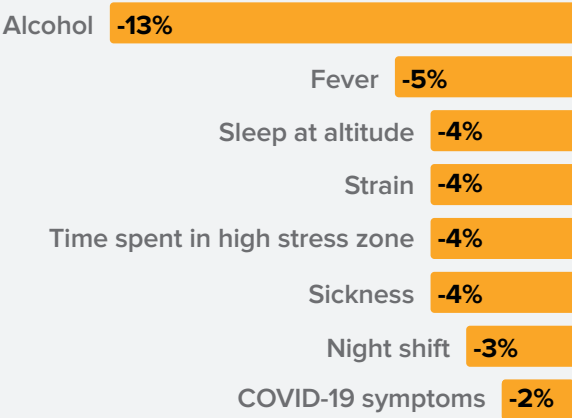
## Top logged mental wellbeing behaviors:

- Positivity
- Emotional/Mental State
- Journaling
- Anxiety
- Motivation
- Learning
- Depression
- Stress
- Gratitude
- Irritability

## Top logged recovery behaviors:

- Stretching
- Cold Shower
- Sauna
- Recovery
- Meditation
- Massage Therapy
- Ice Bath
- Zone 2 Cardio
- Hot Tub
- Breathwork

### Top Recovery boosting behaviors



### Top Recovery harming behaviors

When stress is perceived as a threat:  
Physiological strain increases

When stress is perceived as a challenge:  
Heart rate, Sleep, and Recovery improves

Members with better:  
Heart Rate Variability  
Resting Heart Rate  
Consistent Sleep

Experience significantly less:  
Stress, anxiety, and depression

Metrics like heart rate variability (HRV), resting heart rate, and sleep consistency provide objective insights into mental state. WHOOP data continues to show that physical recovery and emotional resilience are deeply intertwined — and that stress, tracked and understood, can be managed before it compounds.

In 2026, wearables will become an essential tool in proactive mental health. With continuous monitoring of stress, recovery, and sleep, WHOOP will help members move beyond simple awareness to precise, actionable interventions, supporting a more resilient mind and body every day.



In the operating room, I use the WHOOP Stress Monitor to see when I need to calm down. If I feel like I'm having high stress and I see high stress levels, I can use breathing techniques to calm myself down and to help me focus."

—Yago, WHOOP Member

## Nutrition Becomes Preventive: How Hydration and Supplement Culture Are Shaping Everyday Health

Electrolyte drinks, protein optimization, and evidence-based supplement routines replaced traditional dieting as people shifted from short-term restriction to long-term physiological support. WHOOP data shows that hydration and nutrient behaviors now have measurable effects on recovery, sleep, and performance, marking a cultural pivot toward daily optimization.


Nutrition is no longer reactive or guesswork. Instead, nutrition is becoming a personalized health protocol guided by real data.


Members use the WHOOP Journal to log hydration, supplement use, and nutrition habits and quantify how these factors influence performance and recovery. With **WHOOP Advanced Labs**, members can now combine biomarker data with wearable insights to understand how internal and external factors align for optimal health. This includes measuring certain vitamin levels and understanding how those levels influence health.




### WHOOP Data Snapshot

Top 3 daily behaviors that boost recovery:

  
**+2%**  
Hydration

  
**+1%**  
Creatine

  
**+2%**  
Protein

#### Top supplements logged:

Creatine Magnesium Vitamin D  
Multivitamin Fish Oil Vitamin B-12  
Vitamin C Zinc Probiotic Melatonin

#### Top nutrition behaviors:

Hydration Protein Fruits and Vegetables  
Clean Eating Meat Calories Dairy  
Added Sugar Carbohydrates Snacking

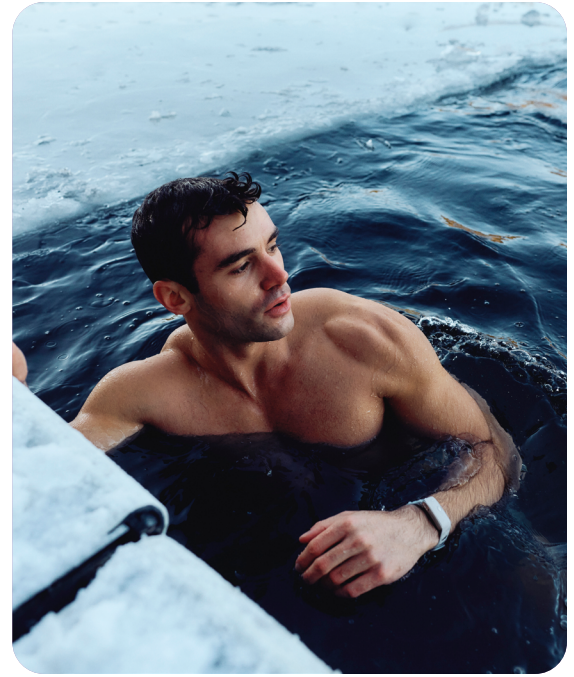
Supplementation can be most effective when they reflect an individual's unique physiology. Through Advanced Labs, WHOOP can identify vitamin and mineral deficiencies to help members understand what their bodies are missing. Twenty-five percent of members using Advanced Labs are clinically out of range for key biomarkers, and 58% have suboptimal vitamin D levels. These insights highlight the importance of personalized nutrition rather than generic supplement routines. With biomarker data and wearable insights combined, people can finally take a targeted, informed approach to supporting their long-term health.

As the US's understanding of nutrition deepens, 2026 will accelerate the movement toward truly personalized nutrition powered by biomarkers, adaptive coaching, and continuous physiological feedback. Wearable technology and targeted supplementation will increasingly work together to help people fuel their bodies for performance today and for longer, healthier lives tomorrow.



Advanced Labs helps you see inside your body and set a baseline for your health. My big aha moment was realizing that a few small tweaks like better sleep and targeted supplements could help me feel more energized now, and live a longer healthier life. Advanced Labs helped me change my diet and focus on supplements to support my heart health. It gave me clarity on the why behind some of my health issues, and what to do to be healthier.”

—Anon, WHOOP Member



## The Future of Health Is Proactive

In 2025, people gained a clearer understanding of the behaviors that shape their health. In 2026, that understanding becomes operational. Across the US, health and wellness are no longer defined by isolated habits but by an integrated, data-informed approach in which sleep, recovery, strength, mental well-being, and nutrition are understood as interdependent systems. WHOOP enables this integration by translating continuous physiological data into guidance that helps individuals make decisions aligned with long-term health.

The momentum is undeniable. 2026 marks the beginning of a national pivot from reactive healthcare to proactive self-care. Healthspan has become the metric that captures what individuals increasingly value: the ability to remain capable, cognitively sharp, and physically resilient for as long as possible. Advances in AI are accelerating this shift by giving people contextualized insight into what their bodies need in real time. The renewed emphasis on strength reflects a broader recognition that muscular and

functional capacity are central to healthy aging. Mental well-being is now understood as a physiological state as much as an emotional one, visible in stress responses and recovery patterns. Hydration, electrolytes, and targeted supplementation have moved from general advice to measurable contributors to day-to-day performance and long-term stability.

Taken together, these developments signal a maturation in how people understand and manage their health. The emphasis is no longer on tracking for its own sake, but on using insight to shape behavior with greater precision and purpose.

This evolution is the foundation of the WHOOP mission. By empowering members with the insight and guidance to make meaningful changes in their lives, WHOOP is advancing toward one bold objective:

**adding one billion healthy years to the planet.**