

# As Iran War Drives Economic Anxiety and Rising Food Costs, Experts Warn Financial Stress Undermining Weight Loss Efforts

*~ Rising costs, stress-related decision fatigue and disrupted routines may be creating new barriers to health goals —*

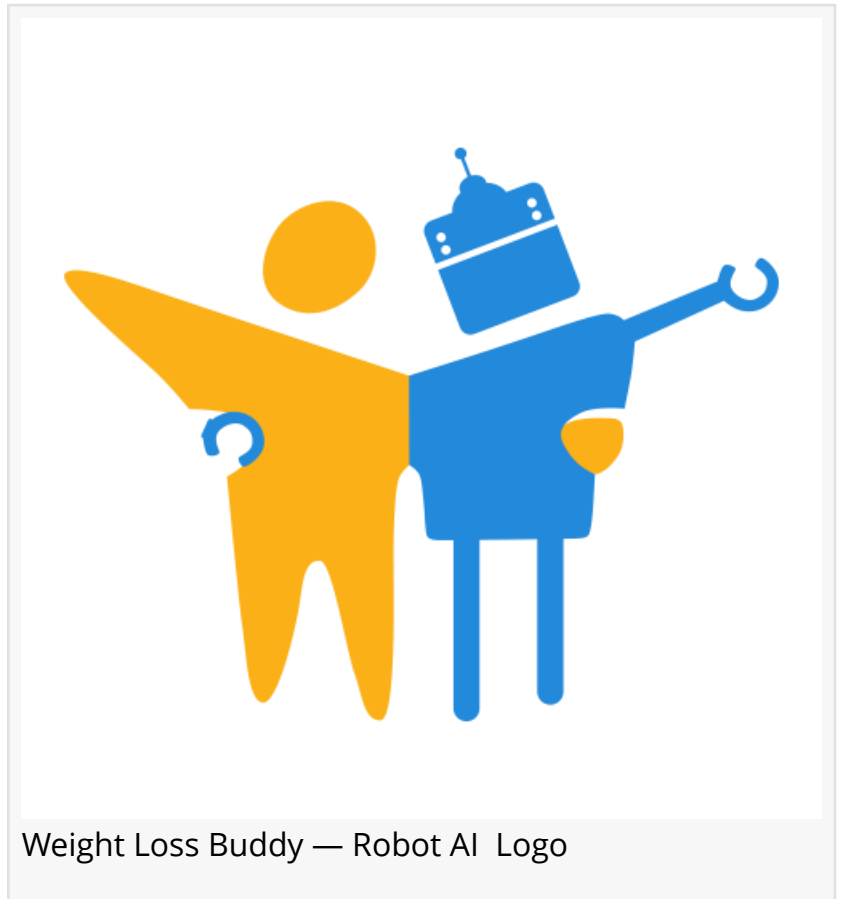
TENAFLY, NJ, UNITED STATES, May 5, 2026 /EINPresswire.com/ -- As economic concerns intensify following the escalating conflict involving Iran, behavioral health advocates are warning that the ripple effects may extend beyond global markets and into the daily routines that shape long-term health outcomes.

Recent reporting from MarketWatch has highlighted concerns that instability tied to Middle East tensions could contribute to rising fuel prices and renewed inflationary pressure in the months ahead, potentially increasing grocery and transportation costs for consumers. For millions of Americans already struggling to maintain healthy routines under financial stress, those pressures may carry significant behavioral consequences.

“

You can't help someone up a hill, without getting closer to the top yourself”

*Joey Dweck, WLB Founder & CEO*



Weight Loss Buddy — Robot AI Logo

“People often frame weight loss as a motivation problem, but economic stress changes behavior in ways that are frequently overlooked,” said Joey Dweck, founder and CEO of Weight Loss Buddy. “When households are stretched financially, routines become harder to maintain, stress increases and consistency begins to break down.”

Economic Stress and Behavioral Consistency Are

## Increasingly Interconnected

Behavioral researchers and public health experts have long documented the relationship between chronic stress, disrupted routines and reduced long-term adherence to health-related behaviors. Additional reporting from Yahoo Finance has noted that prolonged geopolitical instability involving Iran could eventually contribute to higher grocery costs and broader economic strain for consumers.

According to Weight Loss Buddy, these pressures expose a larger issue within many traditional weight loss approaches: systems built around short-term motivation often become difficult to sustain during periods of economic instability.

“The reality is that consistency becomes hardest when life becomes more unstable,” Dweck said. “That’s why accountability, behavioral support and sustainable systems matter even more during periods of financial and emotional stress.”

The company says long-term weight management conversations may increasingly need to account for the behavioral effects of economic pressure, particularly as rising costs continue affecting household decision-making and daily health routines.

### About Weight Loss Buddy:

WLB is dedicated to empowering individuals on their health and wellness journeys. By combining advanced technology with a focus on community and personalized support, the app aims to make healthy living accessible and sustainable for everyone. For more information, visit: [www.WeightLossBuddy.com](http://www.WeightLossBuddy.com). Download the mobile app today on the [Apple App Store](#) or [Google Play Store](#) and meet your new AI Buddy — the smarter, friendlier way to reach your goals.

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The advertisement features two prominent download buttons at the top: "Download on the App Store" with the Apple logo and "GET IT ON Google Play" with the Google Play logo. Below these, a text block instructs users to download the WLB App from both stores. The central part of the ad displays four mobile app screenshots with the following titles: "Humans, Always Come First" (People Before Robots, Support Before AI), "AI Made Human & Accessible", "AI That Knows You" (AI That Knows You), and "Accountability That's Always On" (Personalized, Personalized Support). The bottom of the ad is captioned "WLB App Mobile Screenshots".

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