
Abbott's Lingo launches at Walmart, marking first brick-and-mortar OTC CGM availability in the US – October 22, 2025

Walmart partnership expands access to real-time metabolic insights and mainstreams wellness CGM adoption beyond online sales

Abbott just [announced](#) that its over-the-counter (OTC) CGM Lingo is now available for purchase at Walmart stores nationwide, marking the first CGM that can be purchased at a brick-and-mortar US retailer. Previously sold only through [HelloLingo.com](#) and [Amazon](#), Lingo is now stocked at 3,500 Walmart stores across the US and will be sold through [Walmart's website](#). The two-week sensor is priced at \$48.97 and includes access to the mobile Lingo app (currently available for iOS). The launch reflects Abbott's push to mainstream its consumer biowearable portfolio and represents a significant step for Lingo in scaling distribution and visibility, by bringing the device into everyday retail spaces that reach millions of consumers weekly.

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Lingo enters retail store after one year of online availability

Lingo's availability at Walmart comes just over one year after its US launch in [September 2024](#). Abbott has not discussed Lingo performance or adoption in 2025 earnings calls to date. In [3Q24](#), CEO Mr. Robert Ford reported a reorder frequency "much higher" than observed during its pilot launch in the UK and that the two-sensor offering had been the most popular, and in [4Q24](#), he discussed plans to expand Lingo's US presence and explore international markets following a strong reorder rate in early launch data. EVP Mr. Jared Watkin has also [previously](#) framed Lingo as central to Abbott's long-term consumer biowearables strategy.

The Walmart rollout marks the first expansion step that has been publicly announced since its [February](#) launch on Amazon and follows a highly visible ad campaign [during](#) the US Open's 2025 men's final, reinforcing Abbott's commitment to OTC monitoring.

Step forward for OTC CGMs as penetration of the non-insulin T2D and wellness market grows

Lingo is joined by Dexcom Stelo as the only FDA-cleared OTC CGMs currently available in the US. While both Lingo and Dexcom's OTC CGM Stelo target wellness-focused consumers and individuals with prediabetes or T2D not on insulin, Abbott's Walmart launch may provide a distribution advantage, as the CGM has the potential to reach millions of consumers directly through retail aisles. The increased visibility could also help accelerate awareness. Notably, Lingo is also available in the UK, which serves as a key differentiator and highlights Abbott's broader international reach. By contrast, Dexcom's Stelo is available through Dexcom's [website](#) and [Amazon](#).

On pricing, Abbott's Lingo remains differentiated through its single-sensor (two-week) offering priced at \$48.97. Dexcom, meanwhile, offers Stelo in a minimum two-sensor batch (four-week supply) priced at \$99 for one-time purchase or \$89 for a monthly subscription plan. While Abbott's single-sensor option provides a lower upfront cost for consumers interested in trying CGM without committing to a two-sensor plan, the two companies' larger-quantity subscriptions are closely aligned.

In larger quantity subscriptions on the companies' respective websites, Lingo and Stelo are nearly price-matched –

Abbott also offers a four-week subscription option for \$89 as well as a 12-week subscription option for \$249, while Stelo's three-month subscription^[1] comes in at \$252. This translates to \$3.18/day for Lingo's two-sensor subscription and \$2.96/day for its six-sensor subscription, compared to \$2.97/day and \$2.80/day for Stelo's two- and six-sensor offerings, respectively.

Early consumer feedback underscores enthusiasm and technical limitations

User reviews on Amazon suggest both Lingo and Stelo are engaging wellness tools. Lingo has garnered over 2,000 [reviews](#) – roughly 10% more than Stelo's ~1,800 – reflecting slightly higher consumer engagement to date. Lingo has received strong feedback for its ease of use and actionable behavioral insights, though users have also reported accuracy limitations, Bluetooth connectivity issues, and inconsistent sensor adhesion. Stelo [reviews](#) draw on similar themes, with additional commentary on connection errors.

Together, the feedback reflects early engagement with both platforms, though sustaining adoption of OTC CGMs will likely require continued refinement of user experience and performance consistency. We look forward to hearing updates on user uptake, reorder rates, and continued software innovation in upcoming quarters.

Close Concerns' Questions

1. What safeguards will be established to prevent misinterpretation of data, and how will Abbott distinguish Lingo from Libre in retail and marketing?
2. What does the company hope early uptake trends will look like for Lingo?
3. How will Abbott structure Walmart pricing and promotions to encourage shifting from single-sensor trials to longer subscription plans with Lingo?
4. How might Abbott leverage real-world consumer feedback (e.g., Amazon reviews) to guide updates to Lingo for improved user experience?

--by Riya Chatterjee, Jeremy Alkire, Kat Moon, and Kelly Close

^[1] Lingo and Stelo are positioned differently as weekly or monthly subscriptions due to their slightly different wear times – Lingo has a lifespan of 14 days, whereas Stelo offers 15 days of wear.