Infographic 1. The heavy burden of obesity and the economics of prevention

Being overweight has become a widespread issue
OECD average

- 60% of people are overweight...
- 25% have obesity
- 50% of people have an unhealthy diet (measured against national guidelines)
- 40% of waking time is spent in sedentary activities (e.g. watching TV)
- 1 in 3 people do not do a sufficient amount of physical activity
- 2 in 5 individuals do not consume a sufficient amount of fruit and vegetables

Source: OECD analyses on the WHO Global Health Observatory, 2018

Unhealthy diets and lack of physical activity underpin rise in being overweight

Children with a healthy weight are more likely to perform well at school

Children are 13% more likely to perform well in school if they have a healthy weight

Source: OECD analyses on the 2013-14 HEBS survey

Obesity carries a significant economic burden

% of health expenditure spent on overweight and related conditions, 2020-2050

- France: 5%
- Japan: 8%
- UK: 8.4%
- OECD: 9%
- Italy: 11%
- Canada: 11%
- Germany: 14%

Source: OECD analyses based on the OECD SPHeP-NCDs model

We need to lighten the burden

- The prevalence of obesity & overweight is rising, with enormous negative economic effects
- We should strengthen policies currently in place and close policy gaps, such as with food labelling, advertising policies & promoting food reformulation
- Potential benefits outweigh the cost: Policy packages are effective and offer a positive return on investment

Source: OECD analyses based on the OECD SPHeP-NCDs model

A 20% reduction of calorie content in energy-dense foods* could lead to...

- 1.1 million cases of noncommunicable diseases avoided per year
- 13.2 billion (USD PPP) saved every year due to reduced healthcare expenditure
- 0.5% increase in GDP

Source: OECD analyses based on the OECD SPHeP-NCDs model

*across 42 selected countries