



The Heavy Burden of Obesity

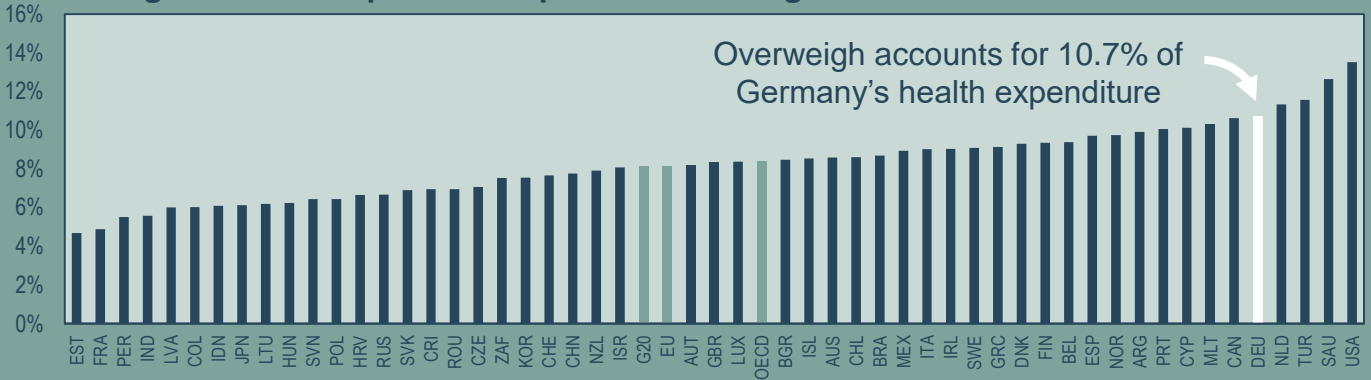
The Economics of Prevention

Just under **one in four** adults in Germany are obese. As a result, Germans live on average **2.6 years** less due to overweight. Overweight accounts for **10.7% of health expenditure** – one of the largest rates of all countries analysed. Labour market outputs are lower due to overweight by the equivalent of **1m full-time workers** per year. Combined, this means that overweight reduces Germany's **GDP by 3.0%**. To cover these costs, each German pays an additional **EUR 431 in taxes** per year.



Germany

Percentage of health expenditure spent on overweight and associated conditions



To tackle the obesity epidemic, Germany has put in place a number of policies, including dietary and physical activity guidelines, voluntary advertising restrictions and back-of-pack food nutrition labels. However, more can be done.

Implementing a communications policy package or policies to encourage reformulation would **prevent non-communicable diseases, reduce health expenditure and increase the productivity of the workforce:**



A communications package – with mandatory front-of-pack labelling and advertising regulations, and mass media campaigns – could prevent 218 thousand non-communicable diseases by 2050, save EUR 170 million per year in health cost, and increase employment and productivity by the equivalent of 11 thousand full-time workers per year



Achieving a 20% calorie reduction for foods high in sugar, salt, calories and saturated fats could prevent 921 thousand non-communicable diseases by 2050, save EUR 581 million per year in health cost, and increase employment and productivity by the equivalent of 29 thousand full-time workers per year

Public health actions to promote healthier lifestyles have a positive impact on population health and are an excellent investment:

On average, for every 1 EUR invested, up to 6 EUR are returned in economic benefits