



The Heavy Burden of Obesity

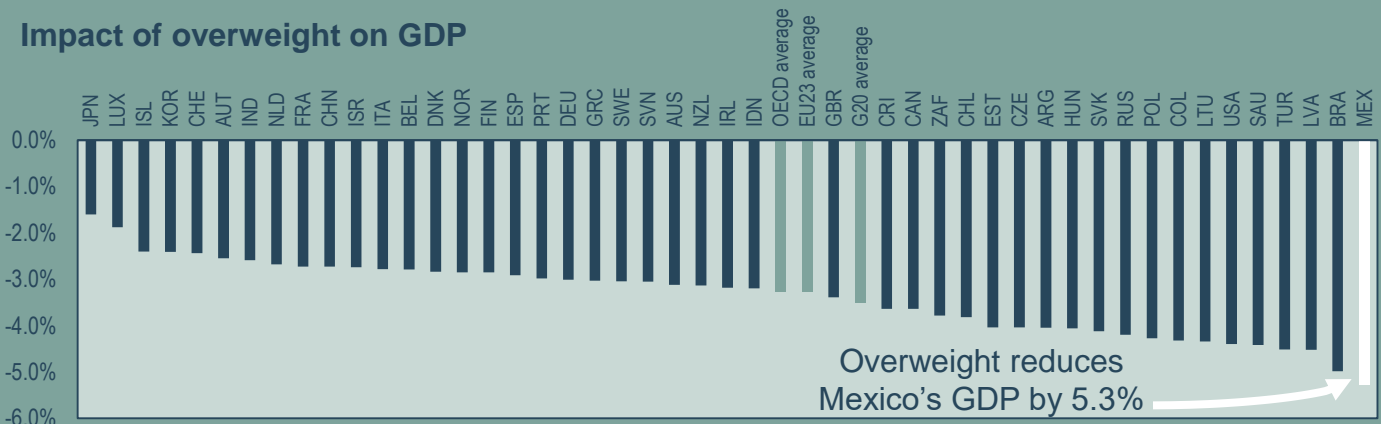
The Economics of Prevention

Mexico has one of the highest rates of obesity: nearly **one in three** adults are obese. As a result, Mexicans live on average **4.2 years** less due to overweight, the largest reductions in life expectancy of all countries analysed. The impact on the economy is large: overweight accounts for **8.9% of health expenditure**; and lowers labour market outputs by the equivalent of **2.4m full-time workers** per year. Combined, this means that overweight reduces Mexico's **GDP by 5.3%** - the largest impact of all countries.



Mexico

Impact of overweight on GDP



To tackle the obesity epidemic, Mexico has put in place a number of policies, including pioneering interventions such as mandatory front-of-pack food labelling, and taxes on sugary drinks and high-calorie non-essential foods. However, more can be done.

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



A mixed package – which includes menu labelling, prescribing physical activity and workplace wellness programmes – could prevent 290 thousand non-communicable diseases by 2050, save MXN 465 million per year in health cost, and increase employment and productivity by the equivalent of 16 thousand full-time workers per year



Achieving a 20% calorie reduction for foods high in sugar, salt, calories and saturated fats could prevent 1.4 million non-communicable diseases by 2050, save MXN 1.99 billion per year in health cost, and increase employment and productivity by the equivalent of 71 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 MXN invested, up to 6 MXN are returned in economic benefits