



Press release

New figures indicate 2.7 billion adults worldwide will be overweight by 2025

- **If current trends continue 2.7 billion adults will be overweight by 2025 – up from 2.0 billion in 2014.**
- **On current trends, 177 million adults worldwide will be severely obese and in need of treatment by 2025**
- **Government urged to take urgent action to fulfil their commitment to halt the rise in obesity by 2025**

New figures from the Associação Brasileira para o Estudo da Obesidade e Síndrome Metabólica (ABESO) and World Obesity Federation suggest that if current trends continue, 2.7 billion adults worldwide will be overweight by 2025. Furthermore, current trends suggest 177 million adults will be severely obese by 2025 and in need of treatment.

In 2012 governments all around the world, including the Brazil government, made a commitment to bring down the prevalence of overweight and obesity to 2010 levels by the year 2025. The Associação Brasileira para o Estudo da Obesidade e Síndrome Metabólica (ABESO) and World Obesity Federation are using World Obesity Day, 11 October, to remind governments of their commitment and to call for urgent action by governments.

In the last 10 years, consumption of sugary drinks worldwide increased by a third (33%). More than half of the world's population now live in urban environments, while 1 in 4 adults 4 in 5 young people aged 11-17 fail to get sufficient physical activity.

Cintia Cercato the President of Associação Brasileira para o Estudo da Obesidade e Síndrome Metabólica (ABESO) said today *"Governments know the present epidemic is unsustainable. They have agreed to tackle obesity and to bring down obesity prevalence to 2010 levels by the year 2025. They have accepted the need for regulatory measures such as market controls, taxes and subsidies, setting standards for catering services and investment in healthy schools"*.

The President of the World Obesity Federation, Professor Walmir Coutinho, said *"The obesity epidemic has reached virtually every country worldwide, and overweight and obesity levels are set to continue to rise. Common risk factors such as soft drink consumption and sedentary working environments, have increased, fast food advertising continues and increasing numbers of people live in urban environments without access to green spaces. If governments hope to achieve the WHO target of keeping obesity at 2010 levels, then the time to act is now."*

He went on to say “Governments can take a number of actions to help prevent obesity, including introducing tough regulations to protect children from the marketing of unhealthy food, ensuring, schools promote healthy eating, strengthening planning and building rules to ensure safe neighbourhoods, encouraging workplaces to offer and promote healthy food choices and physical activity and introducing taxes and subsidies to make healthier food cheaper and unhealthy food more expensive.”

The Associação Brasileira para o Estudo da Obesidade e Síndrome Metabólica (ABESO) and World Obesity Federation are also urging health ministries to introduce and expand screening, weight-loss, weight-management and treatment services to meet the needs of all people who are already overweight or obese.

“We need to improve the delivery of weight management and treatment services to ensure access for every person who needs them. Medical services will need funding, staff will need training, and proper care pathways developed to ensure everyone has access to the care they need,” said President of Associação Brasileira para o Estudo da Obesidade e Síndrome Metabólica (ABESO).”

Contact details

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Tables (county data and global figures)

Table 1 - Numbers of overweight adults (thousands) in 2014 and predicted for 2025.

Overweight = BMI >25kg/m²

Estimates produced using World Health Organization and World Obesity Federation figures

	2014	2025
Brazil	81748.1	106187.8
Worldwide (millions)	2022.4	2693.0

Table 2 - Numbers of severely obese adults (thousands) in 2014 and predicted for 2025.

Severe obesity = BMI >35kg/m²

Estimates produced using World Health Organization and World Obesity Federation figures

	2014	2025
Brazil	5839.9	9491.7
Worldwide (millions)	88.63	177.62

Table 3 – Soft drinks consumption.

330ml/12oz servings per person (2014) and percentage change from 2004

Sources: Euromonitor Passport and World Obesity Federation

	2004	2014	Change (%)
Brazil	276.6	398	44
Worldwide	205.5	274	33

Table 4 - Percentage of Population Residing in Urban Areas

Sources: UN Department of Economic and Social Affairs and World Obesity Federation

	2014 %	2025 %	Change (%)
Brazil	85,4	87,8	2,8
Worldwide	53.6	58.2	8.6

Table 5 – Proportion of the population who are insufficiently active

Sources: World Health Organization and World Obesity Federation

	Adults	Adolescents (11-17 years)
Brazil	27,8	86,7
Worldwide	23.3	80.7

World Obesity Day information

The first World Obesity Day will take place on 11 October 2015. It is being launched to stimulate and support practical actions that will help people achieve and maintain a healthy weight and reverse the global obesity crisis.

For more information:

Website: www.worldobesity.org

Twitter: @worldobesity #WorldObesityDay

Thunderclap: <https://www.thunderclap.it/projects/31312-countdown-to-world-obesity-day?locale=en>