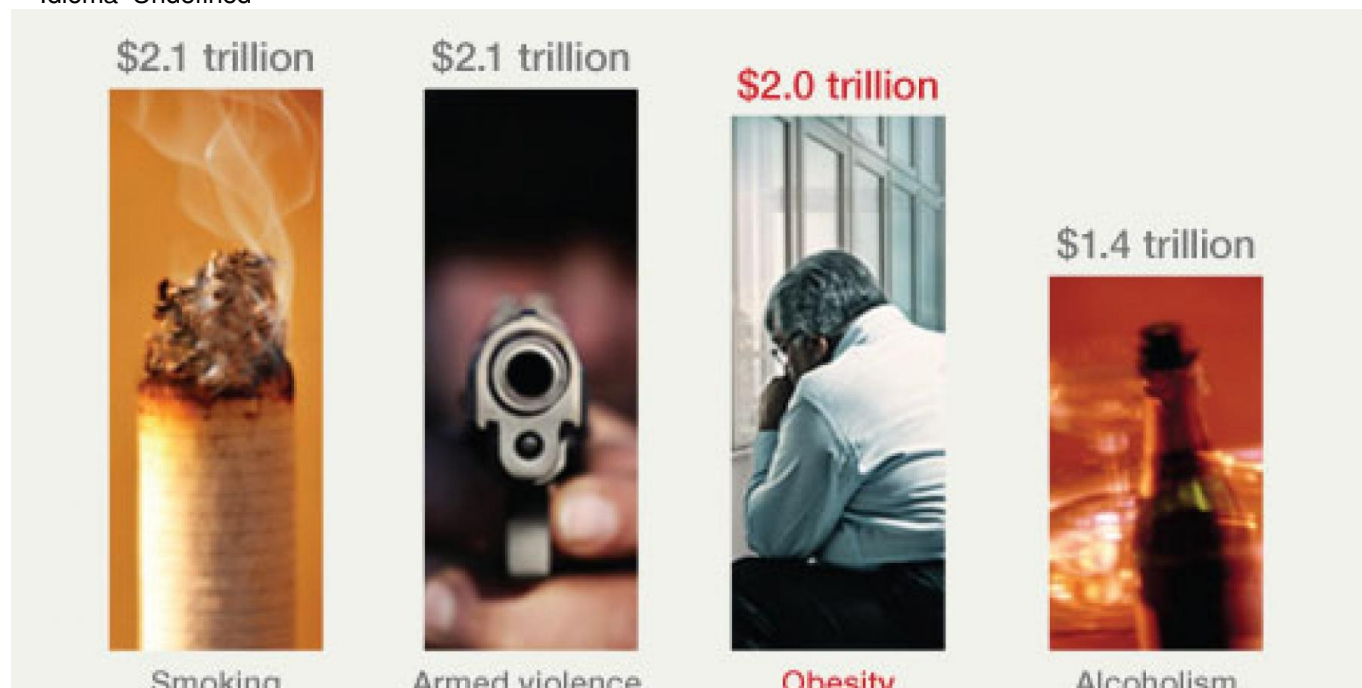


How the world could better fight obesity

Idioma Undefined



Obesity is a critical global issue that requires a comprehensive, international intervention strategy. More than 2.1 billion people—nearly 30 percent of the global population—are overweight or obese. That's almost two and a half times the number of adults and children who are undernourished. Obesity is responsible for about 5 percent of all deaths a year worldwide, and its global economic impact amounts to roughly \$2 trillion annually, or 2.8 percent of global GDP—nearly equivalent to the global impact of smoking or of armed violence, war, and terrorism.

And the problem—which is preventable—is rapidly getting worse. If the prevalence of obesity continues on its current trajectory, almost half of the world's adult population will be overweight or obese by 2030.

A new McKinsey Global Institute (MGI) discussion paper, [Overcoming obesity: An initial economic analysis](#) [1], seeks to overcome these hurdles by offering an independent view on the components of a potential strategy.

MGI has studied 74 interventions (in 18 areas) that are being discussed or piloted around the world to address obesity, including subsidized school meals for all, calorie and nutrition labelling, restrictions on advertising high-calorie food and drinks, and public-health campaigns.

Click [here](#) [1] to download executive summary and full report

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[1] http://www.mckinsey.com/insights/economic_studies/how_the_world_could_better_fight_obesity