



# The Heavy Burden of Obesity

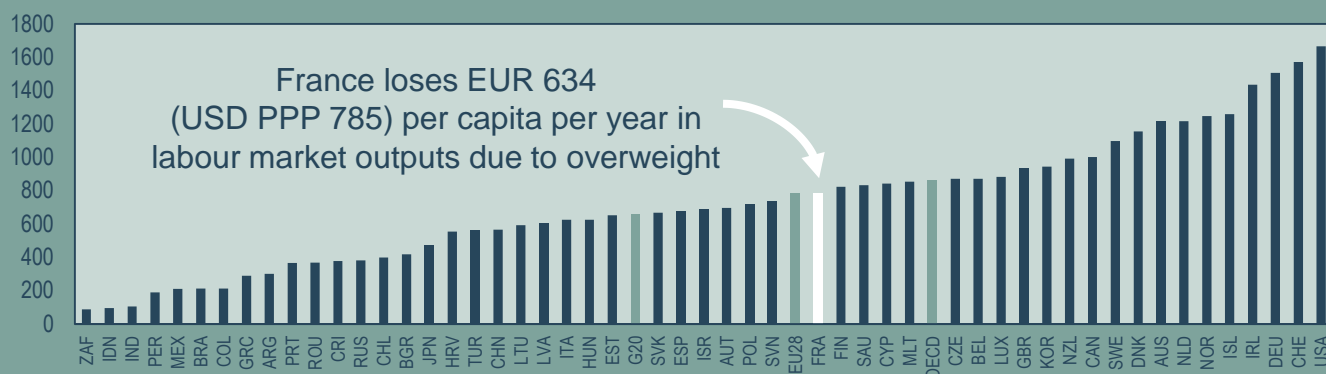
## The Economics of Prevention

Around **one in five** adults in France are obese. While this is below the OECD average, obesity still has a significant impact. The French live on average **2.3 years** less due to overweight. Overweight accounts for **4.9% of health expenditure**; and lowers labour market outputs by the equivalent of **671 thousand full-time workers** per year. Combined, this means that overweight reduces France's **GDP by 2.7%**. To cover these costs, each person in France pays an additional **EUR 323 in taxes** per year.



France

Lost labour market output based on average wages, per capita per year, in USD PPP



To tackle the obesity epidemic, France has put in place a number of policies, including voluntary front-of-pack food labelling and advertising restrictions, and taxes on sugary drinks. 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 117 thousand non-communicable diseases by 2050, save EUR 67 million per year in health cost, and increase employment and productivity by the equivalent of 7 thousand full-time workers per year



Achieving a 20% calorie reduction for foods high in sugar, salt, calories and saturated fats could prevent 582 thousand non-communicable diseases by 2050, save EUR 228 million per year in health cost, and increase employment and productivity by the equivalent of 21 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**