Assessing Market Landscapes

Obesity: Not just a North American health issue

Across EU28 countries...

15.6% of women
16.1% of men
...were classed as obese

% Obesity
- > 20%
- 18 - 20%
- 16 - 18%
- 14 - 16%
- 12 - 14%
- 10 - 12%
- < 10%

The problem

Obesity leads to increased health risks including:
- Airway/breathing problems
- Cardiovascular disease (CVD)
- Type 2 diabetes (T2D)

The consequences

CVD led to 1 in 3 deaths in Germany in 2015
There were 54,500 T2D deaths in Germany in 2010

Who is paying more?

In most EU countries, individuals pay more of their healthcare costs than governments

What’s the cost in Germany?

- ≤3.5% of regional gross domestic product (GDP) is spent on hospital occupancy due to obesity
- T2D increases annual health costs by EUR 3,625 versus the general population

1 Eurostat table hlth_ehis_bm1e, 2014 data EU28 countries, adult both genders
2 Destatis, Statistisches Bundesamt table 2211-0004 causes of death statistics 2015, all hypertensive, ischemic, or other heart diseases and myocardial infarction
4 Eurostat table hlth_sha11_hf, ratio of government expenditure per capita to individual contributions, inclusive of compulsory schemes, voluntary private insurance, and household out of pocket expenses
5 Destatis, Statistisches Bundesamt table 4211-0001 inflation adjusted GDP per Bundesland in 2015 Euros, table 2311-0003 hospital occupancy/billing days where obesity was the primary diagnosis