

Size Matters: The Global Fight Against Obesity

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Abstracts

Despite global interest in health prevention and wellness, waistlines continue to expand, and as a result obesity and associated problems such as type-2 diabetes and heart disease are reaching alarming proportions, placing an increasing burden on state coffers. This report examines trends in overweight and obesity, the ways in which consumers, governments and industry are responding to the crisis, and the opportunities facing brands in the weight management sector.

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