

ACTIONS & INTERVENTIONS FOR WEIGHT LOSS

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GAME CHANGERS



Q5. ACTIONS TAKEN TO LOSE WEIGHT (OF THOSE TRYING TO LOSE WEIGHT)

Of the options presented, eating healthily (but not dieting), and increasing exercise are the most common actions taken to try to lose weight globally, with reducing alcohol consumption the least common globally.

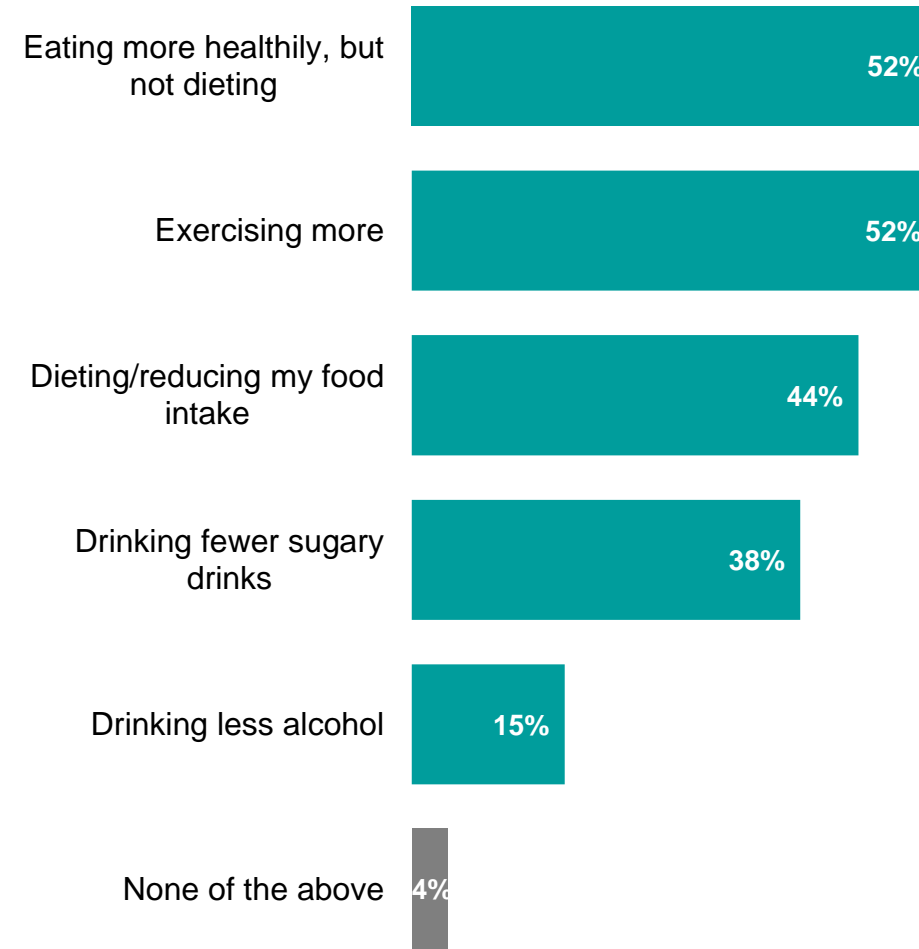
- Trying to lose weight through healthy eating rather than dieting is more common in the Netherlands and South American countries.
- Increasing exercise as a way to lose weight is most common in South / South East Asian countries and South Africa.

Q5.

You've told us you're trying to lose weight, what actions are you taking?

Globally, eating healthy (but not dieting), and increasing exercise are the most common actions taken to try to lose weight, with reducing alcohol consumption the least common.

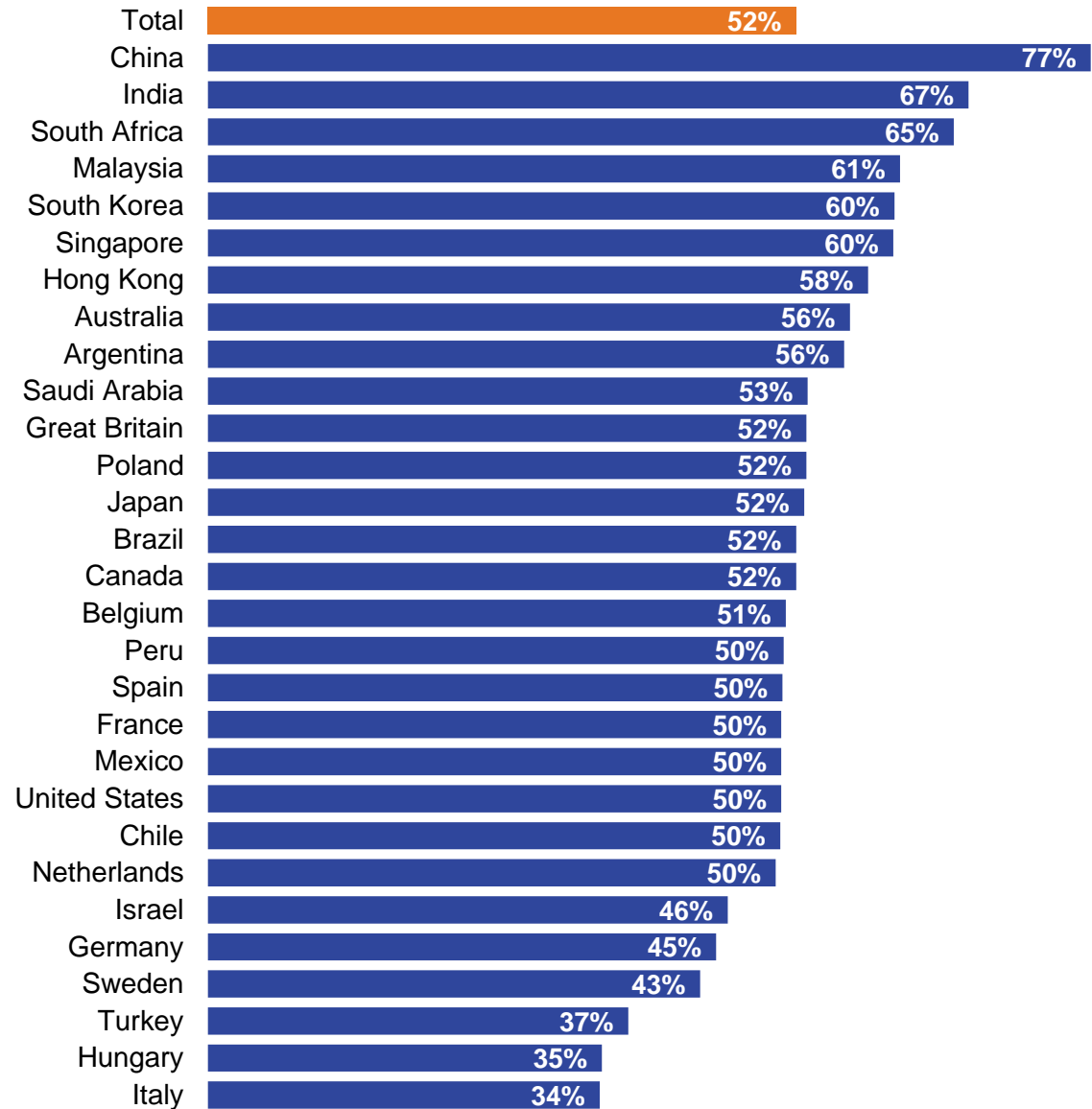
Global totals



Q5. EXERCISING MORE

You've told us you're trying to lose weight, what actions are you taking?

Increasing exercise as a way to lose weight is most common in South / South East Asian countries and South Africa.

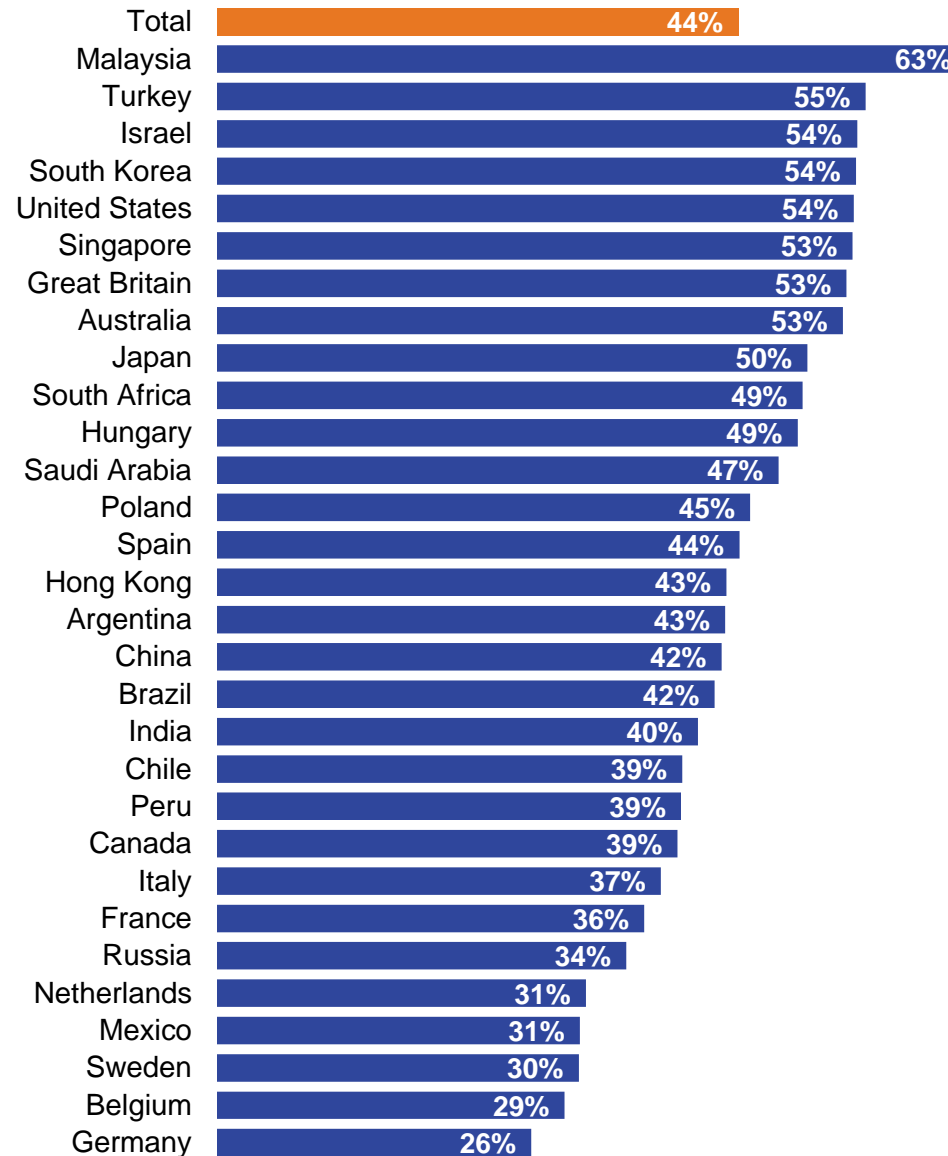


Base: those trying to lose weight - 9,947 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q5. DIETING/REDUCING MY FOOD INTAKE

You've told us you're trying to lose weight, what actions are you taking?

Reducing food intake as a way to lose weight varies across countries, but is most likely to be mentioned in Malaysia.

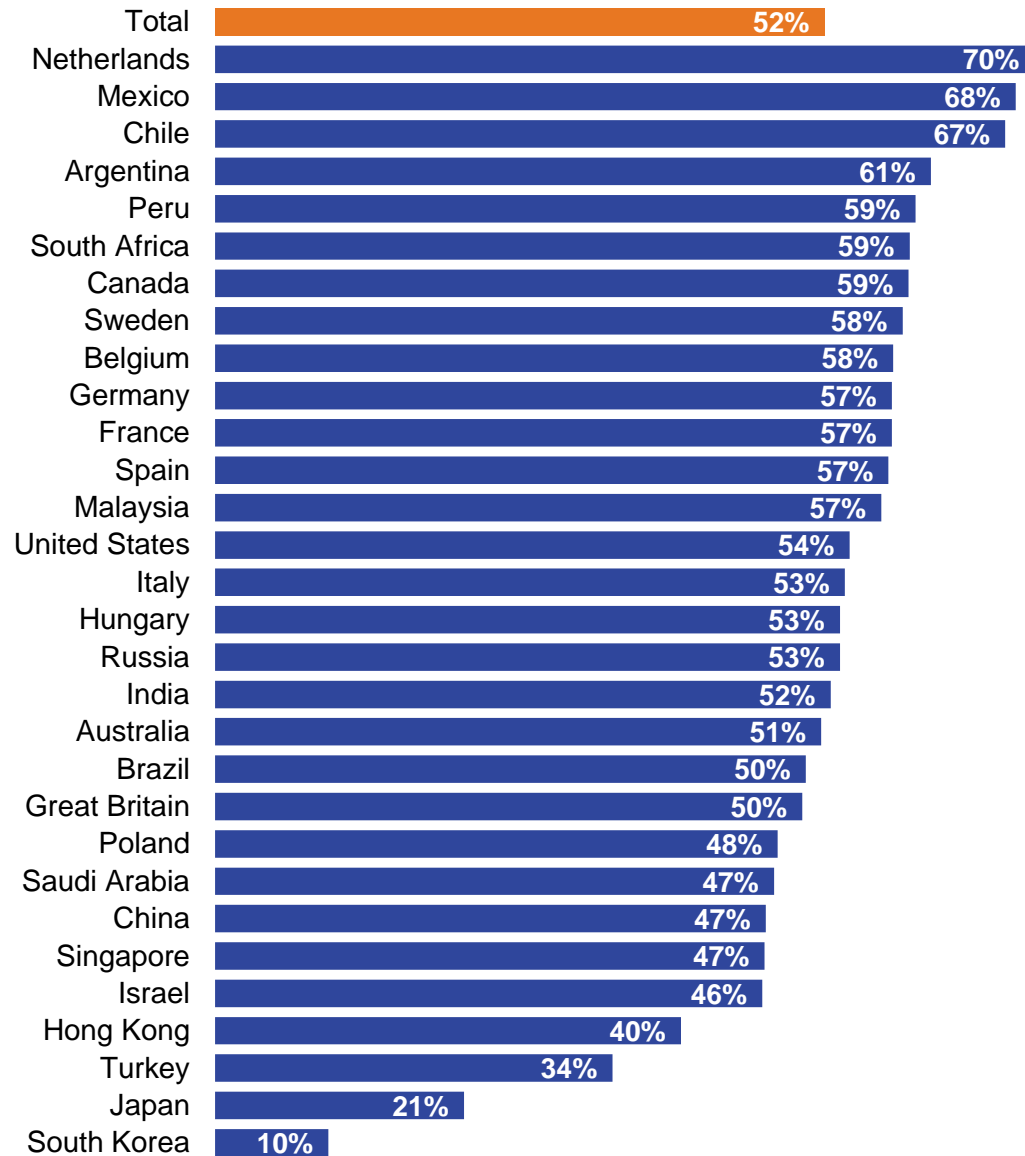


Base: those trying to lose weight - 9,947 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q5. EATING MORE HEALTHILY, BUT NOT DIETING

You've told us you're trying to lose weight, what actions are you taking?

Trying to lose weight through eating more healthily – but not dieting – is more common in the Netherlands and South American countries.

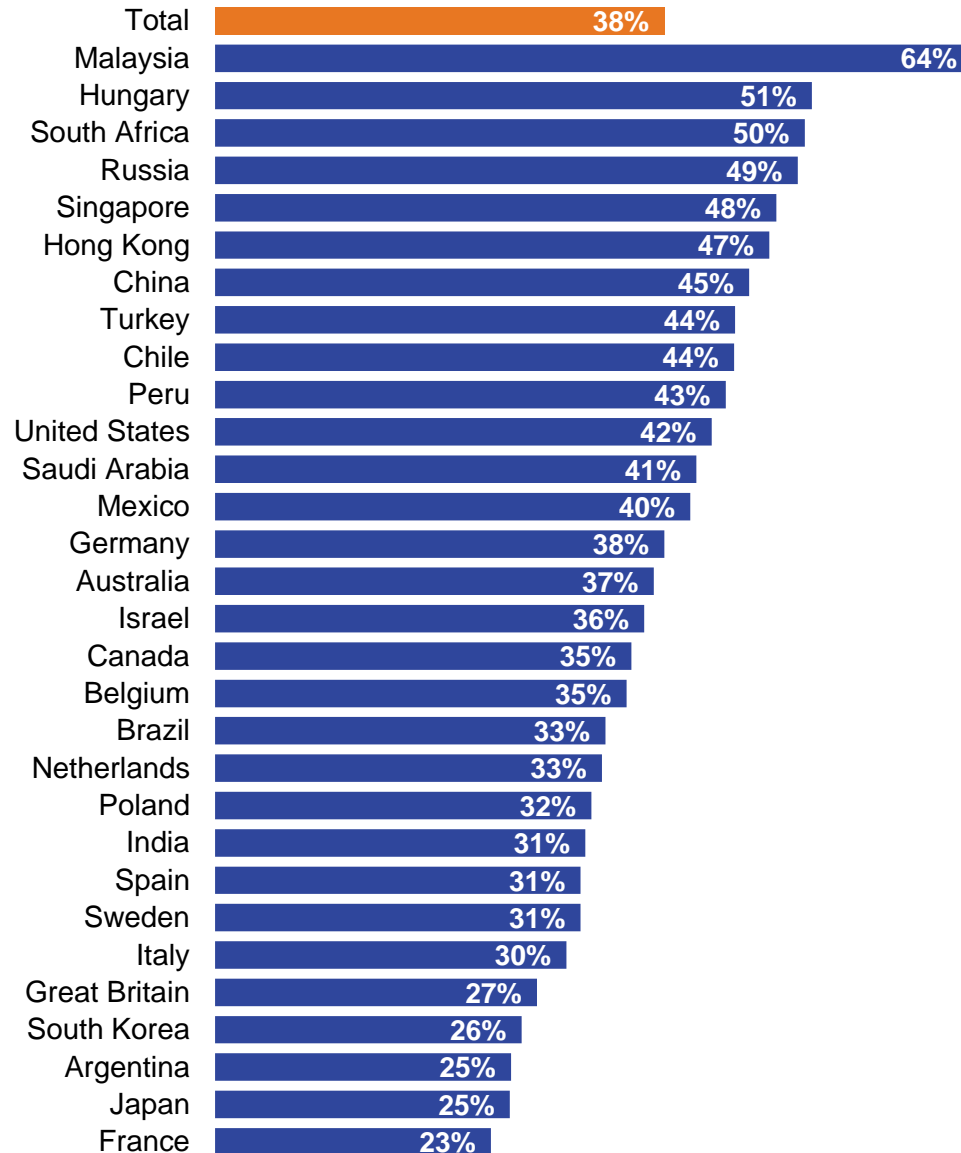


Base: those trying to lose weight - 9,947 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q5. DRINKING FEWER SUGARY DRINKS

You've told us you're trying to lose weight, what actions are you taking?

People who are trying to lose weight in Malaysia are the most likely to say they are drinking fewer sugary drinks as a way to lose weight.



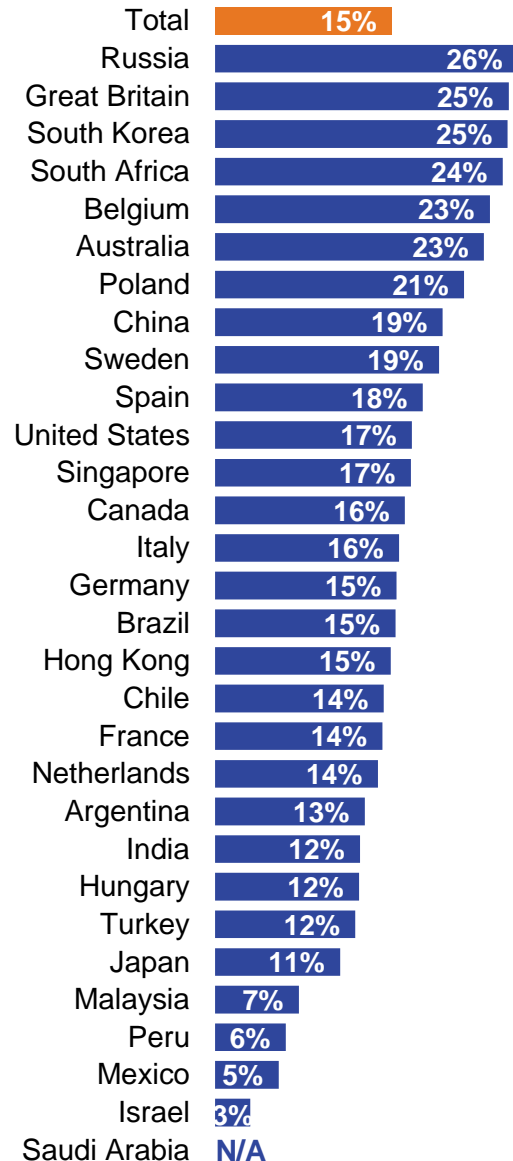
Base: those trying to lose weight - 9,947 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q5. DRINKING LESS ALCOHOL

You've told us you're trying to lose weight, what actions are you taking?

Drinking less alcohol was least likely to be mentioned as an action for people trying to lose weight globally.

However, people in Russia, Great Britain, South Korea, Belgium and Australia were most likely to mention this action.



Base: those trying to lose weight - 9,947 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q6.

FOODS REDUCED TO LOSE WEIGHT

Globally, reducing sugar is identified as the top food-related strategy for weight loss, followed by reducing calories and carbohydrates.

- Around half or more of those trying to lose weight identify sugar-reduction as a top action to help with their weight loss, except in South Korea, China and Japan.
- Reducing overall calorie consumption is generally more likely to be identified as a way to help with weight loss in South / South East Asian countries, and generally less likely to be mentioned in South American countries.
- Among those who are trying to lose weight, reducing eliminating carbohydrates is more likely to be mentioned as a way to help with weight loss in South Korea, Hungary and Turkey, while those in European countries are much less likely to choose this option.

Reduction / elimination of meat and unsaturated fats are least likely to be mentioned as ways to help with weight loss globally.

Q6.

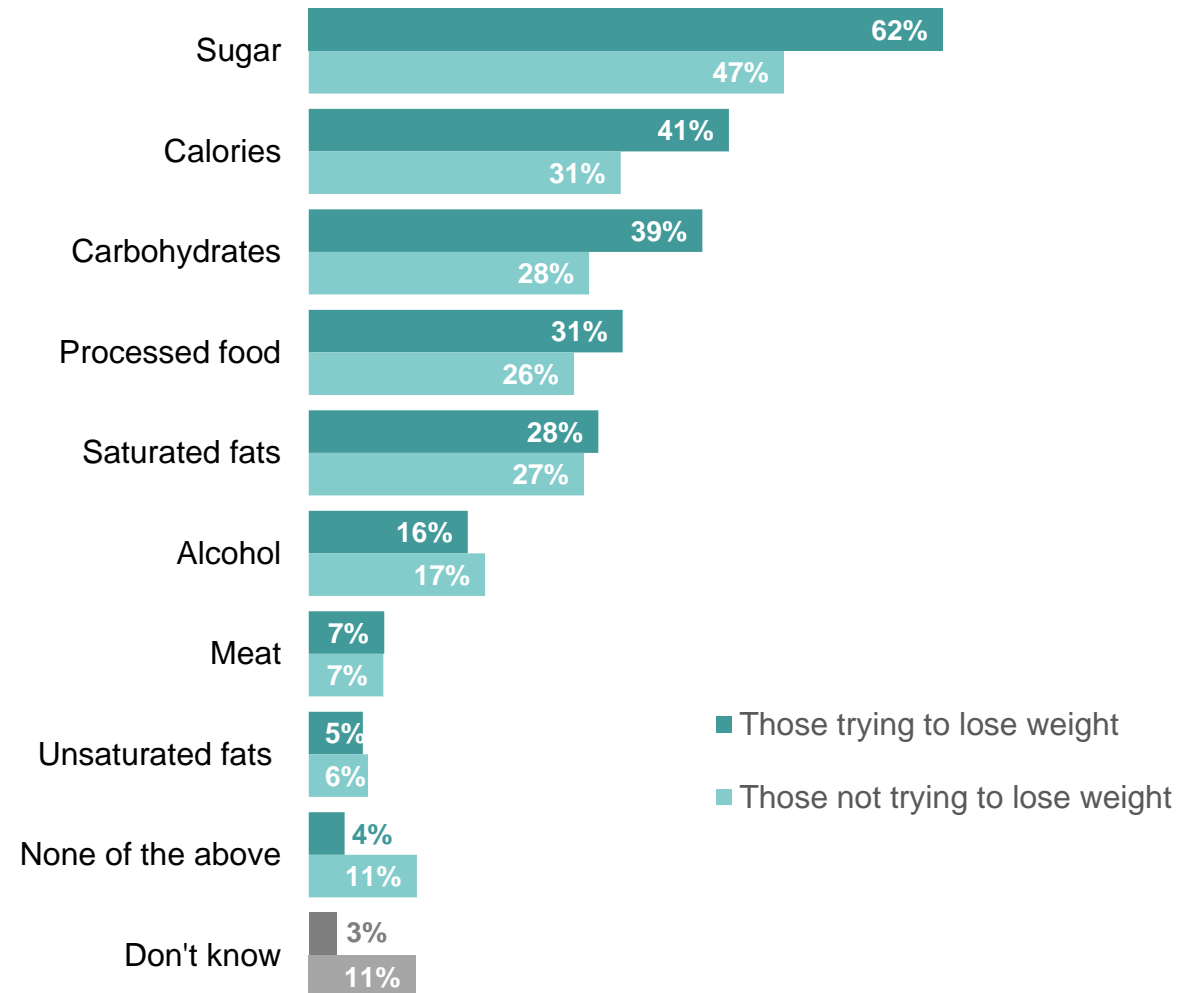
Which two or three of the following, if any, would you be looking to / are you trying to reduce or eliminate to help with your weight loss?

Globally, reducing sugar is identified as the top food-related strategy for weight loss, followed by reducing calories and carbohydrates.

Reducing meat and unsaturated fats are least likely to be mentioned.

Those trying to lose weight are more likely to select multiple food-related candidates for reduction / elimination to help with weight loss.

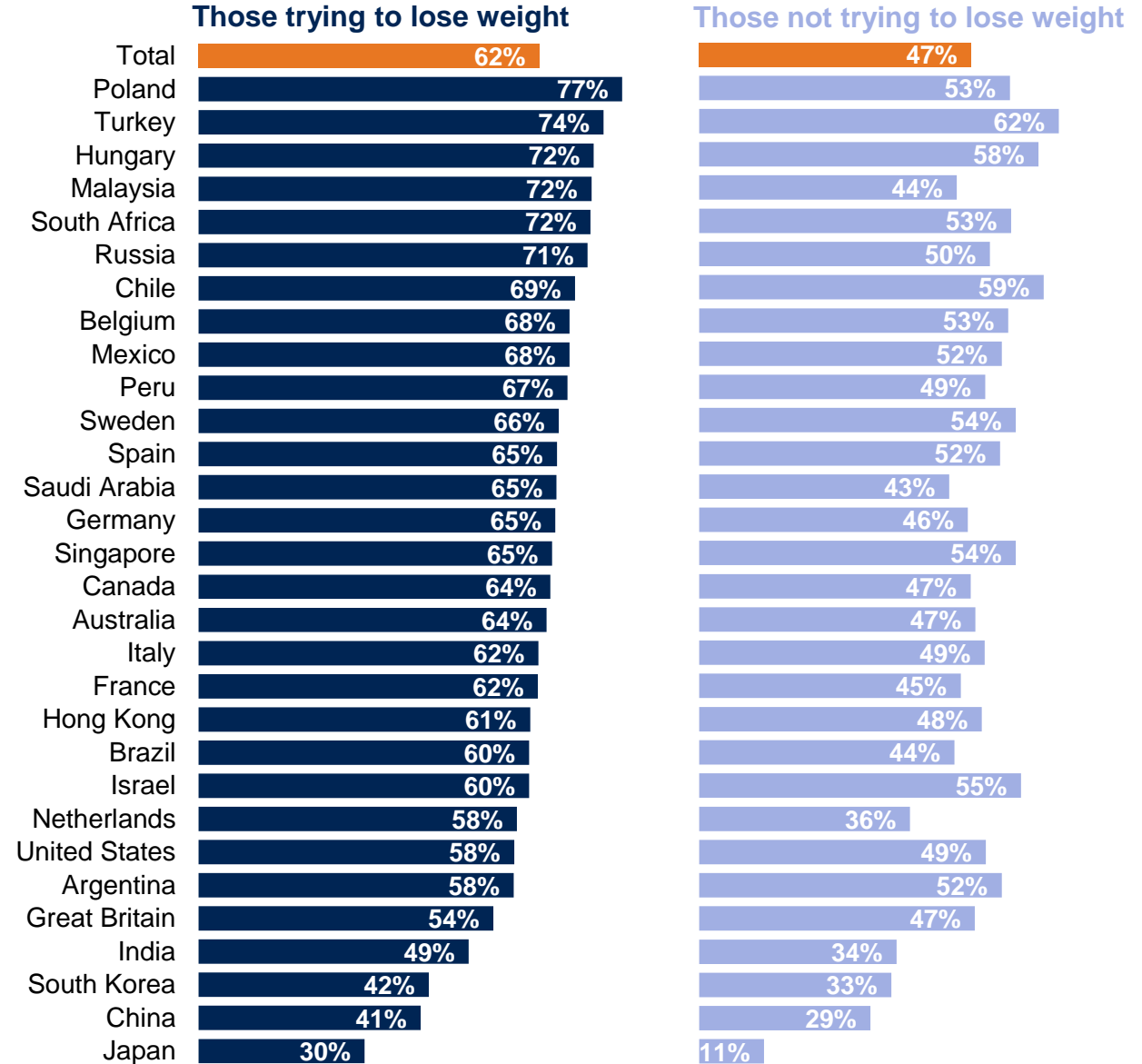
Global totals



Q6. SUGAR

Which two or three of the following, if any, would you be looking to / are you trying to reduce or eliminate to help with your weight loss?

Around half or more of those trying to lose weight identify sugar-reduction as a top action to help with their weight loss, except in South Korea, China and Japan.



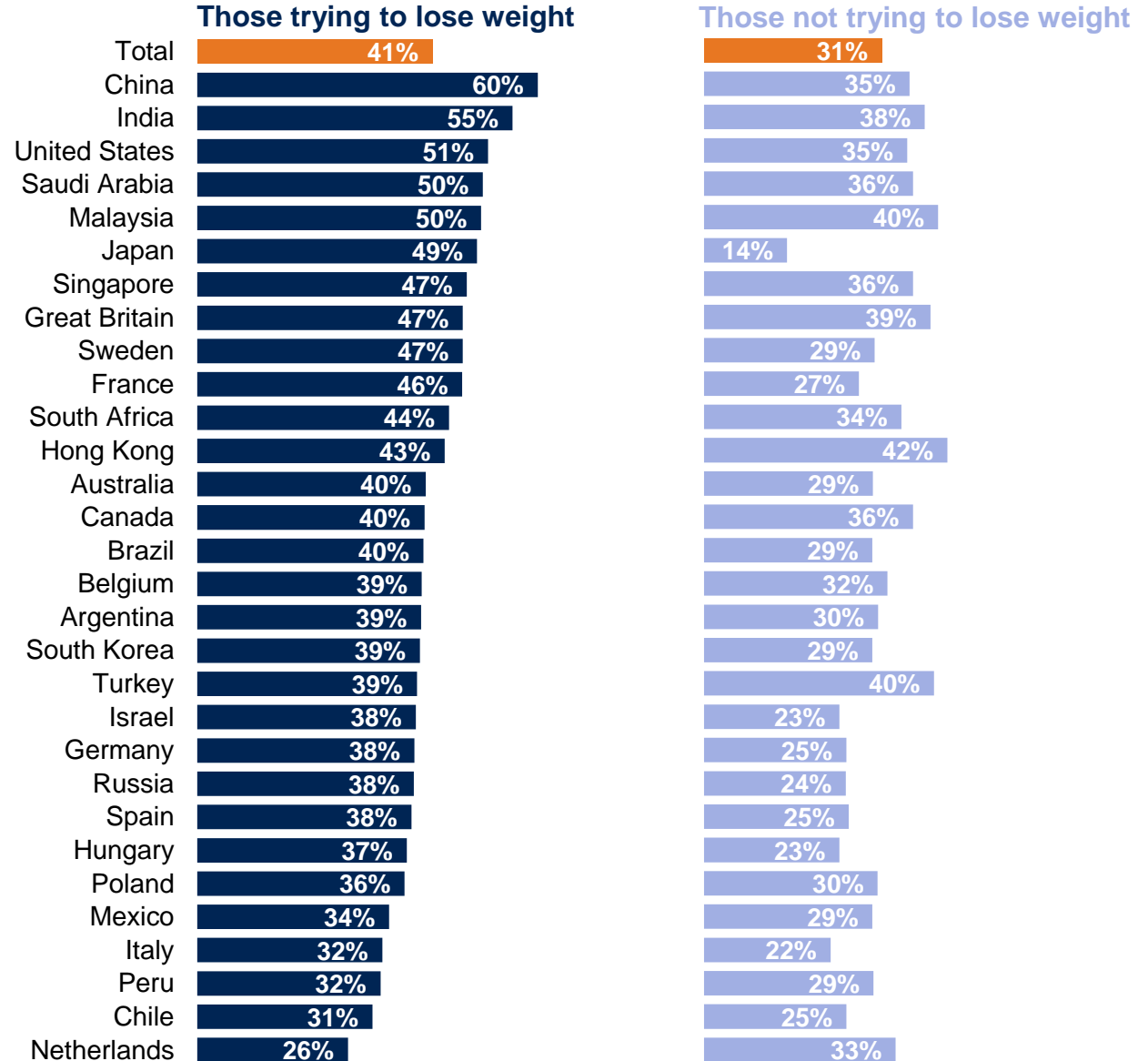
Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q6. CALORIES

Which two or three of the following, if any, would you be looking to / are you trying to reduce or eliminate to help with your weight loss?

Reducing overall calorie consumption is generally more likely to be identified as a way to help with weight loss in South / South East Asian countries, and generally less likely to be mentioned in South American countries.

Those in European countries are divided on the importance of calorie reduction.

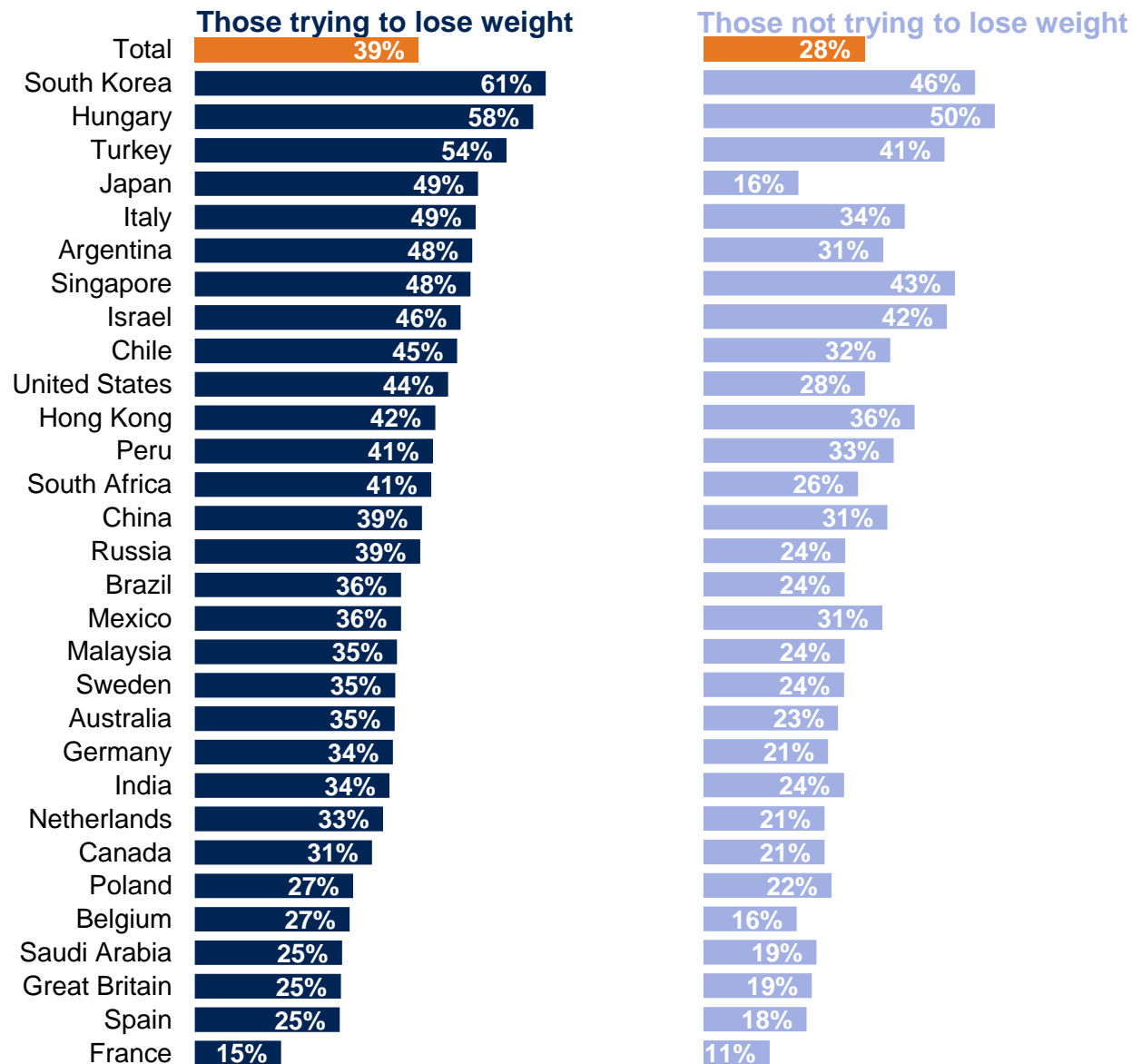


Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q6. CARBOHYDRATES

Which two or three of the following, if any, would you be looking to / are you trying to reduce or eliminate to help with your weight loss?

Among those who are trying to lose weight, reducing eliminating carbohydrates is more likely to be mentioned as a way to help with weight loss in South Korea, Hungary and Turkey, while those in European countries are much less likely to choose this option.

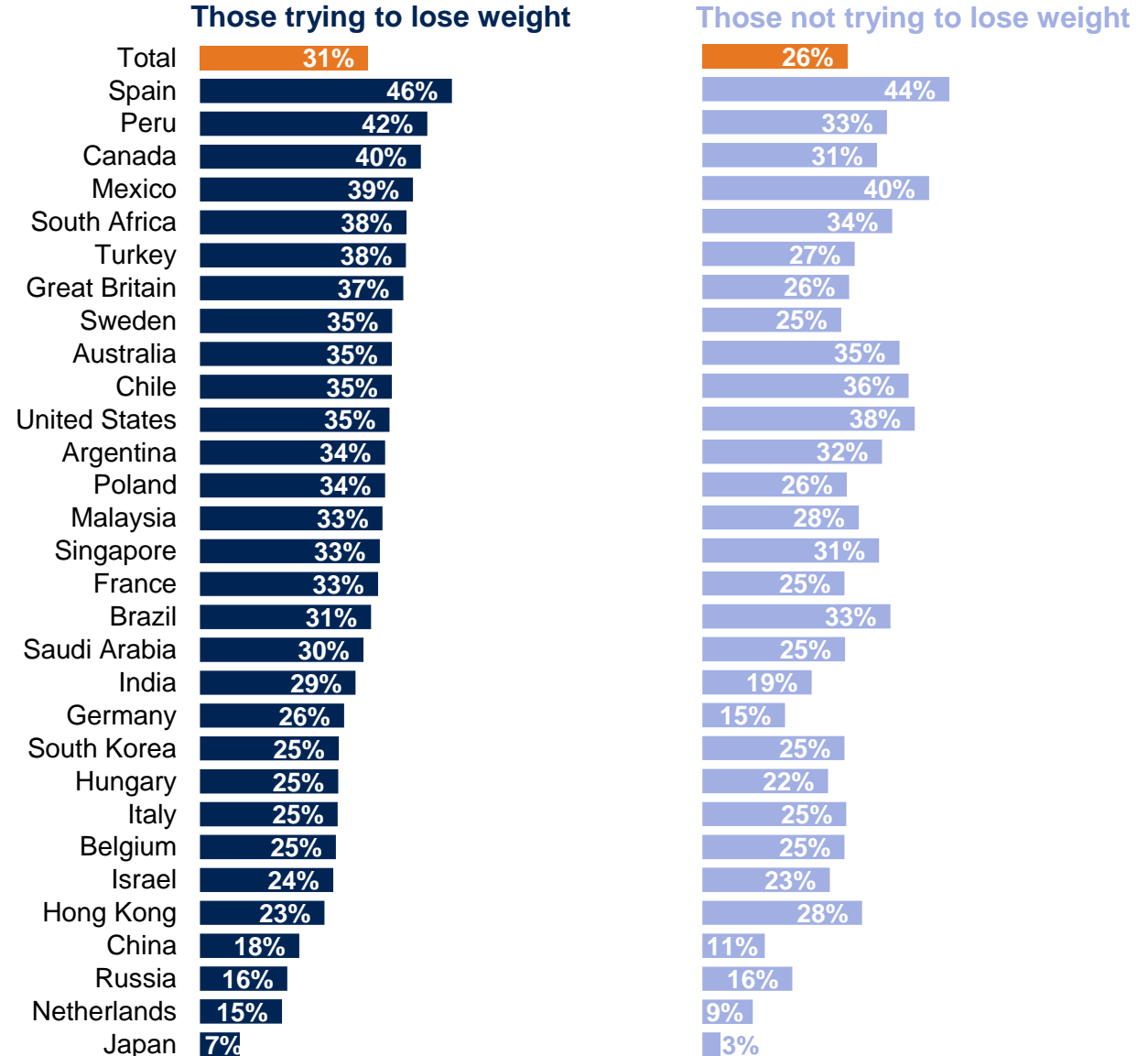


Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q6. PROCESSED FOOD

Which two or three of the following, if any, would you be looking to / are you trying to reduce or eliminate to help with your weight loss?

Reducing / eliminating processed foods is more likely to be mentioned as potentially helping with weight loss in both North and South American countries, as well as Spain, South Africa, Great Britain and Sweden.

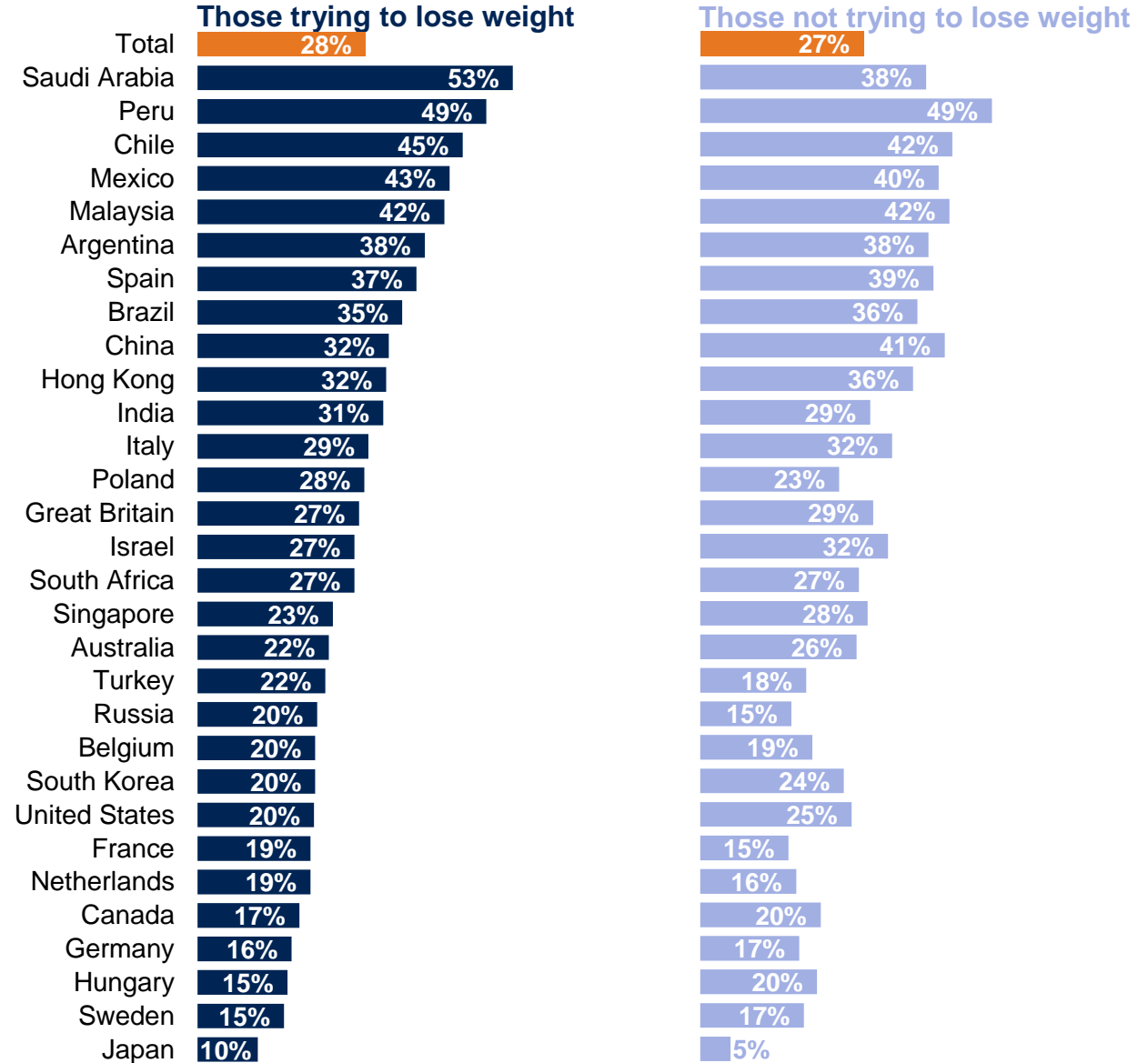


Q6. SATURATED FATS

Which two or three of the following, if any, would you be looking to / are you trying to reduce or eliminate to help with your weight loss?

Reducing / eliminating saturated fats is more likely to be mentioned as potentially helping with weight loss in Saudi Arabia, South America and South / South East Asian countries.

People in European countries and the US are the least likely to mention this option.



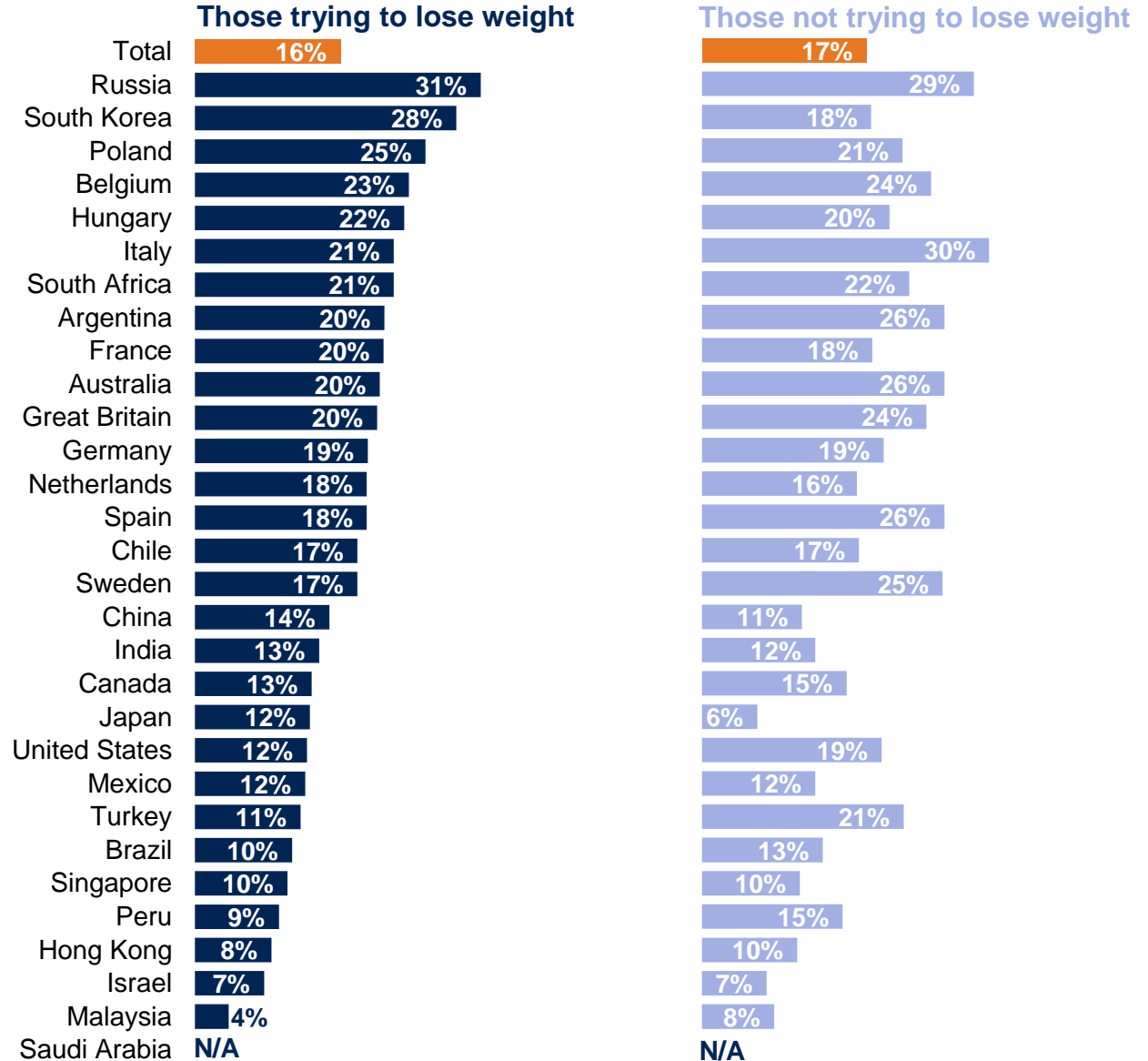
Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q6. ALCOHOL

Which two or three of the following, if any, would you be looking to / are you trying to reduce or eliminate to help with your weight loss?

Globally, reducing / eliminating alcohol is less likely than most other options to be mentioned as potentially helping with weight loss.

However, it is mentioned more by those trying to lose weight in Russia and South Korea.



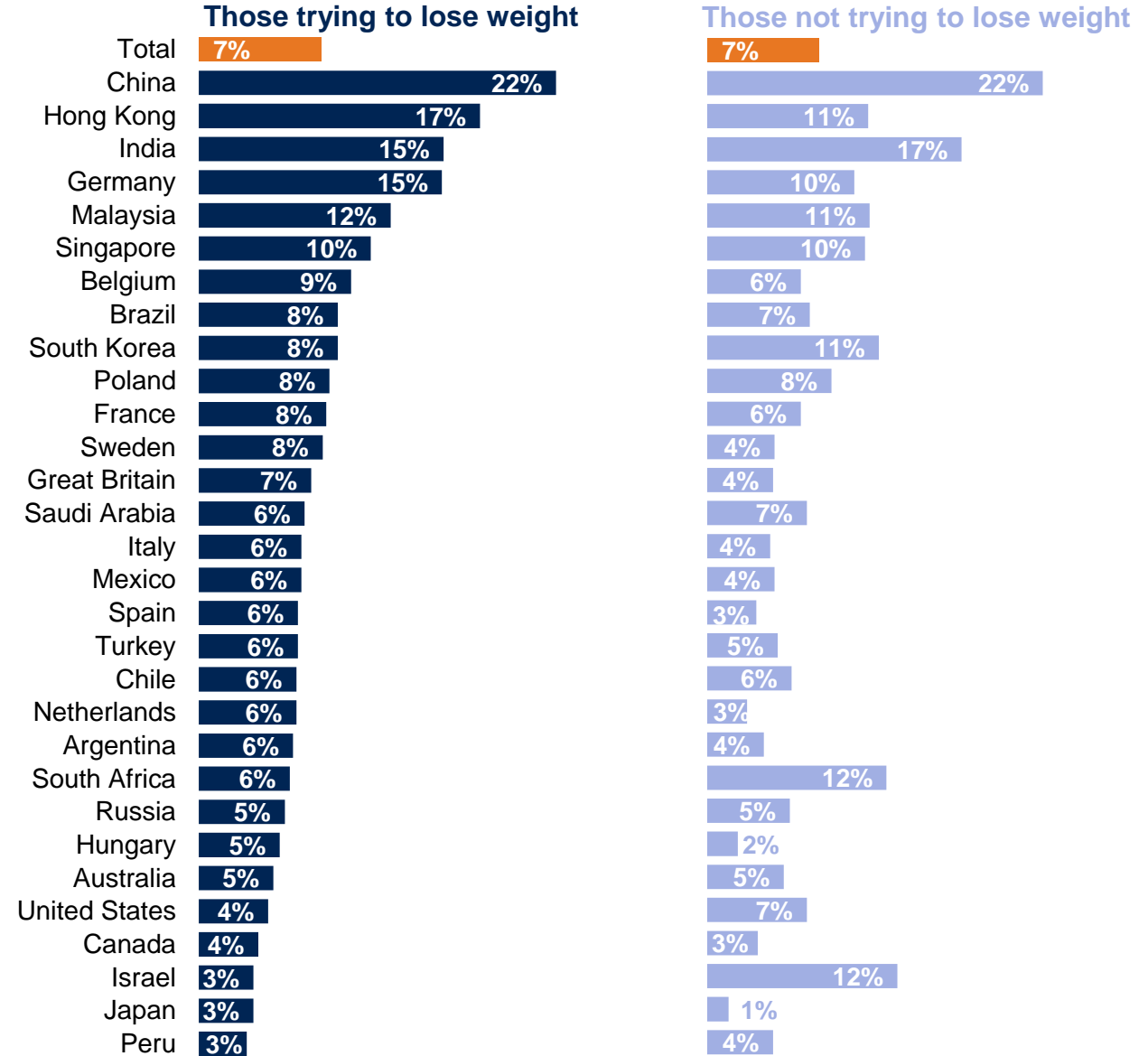
Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q6. MEAT

Which two or three of the following, if any, would you be looking to / are you trying to reduce or eliminate to help with your weight loss?

Globally, reducing / eliminating meat is less likely than most other options to be mentioned as potentially helping with weight loss.

However, people in China, Hong Kong, India and Germany are more likely than those in other countries to mention this.



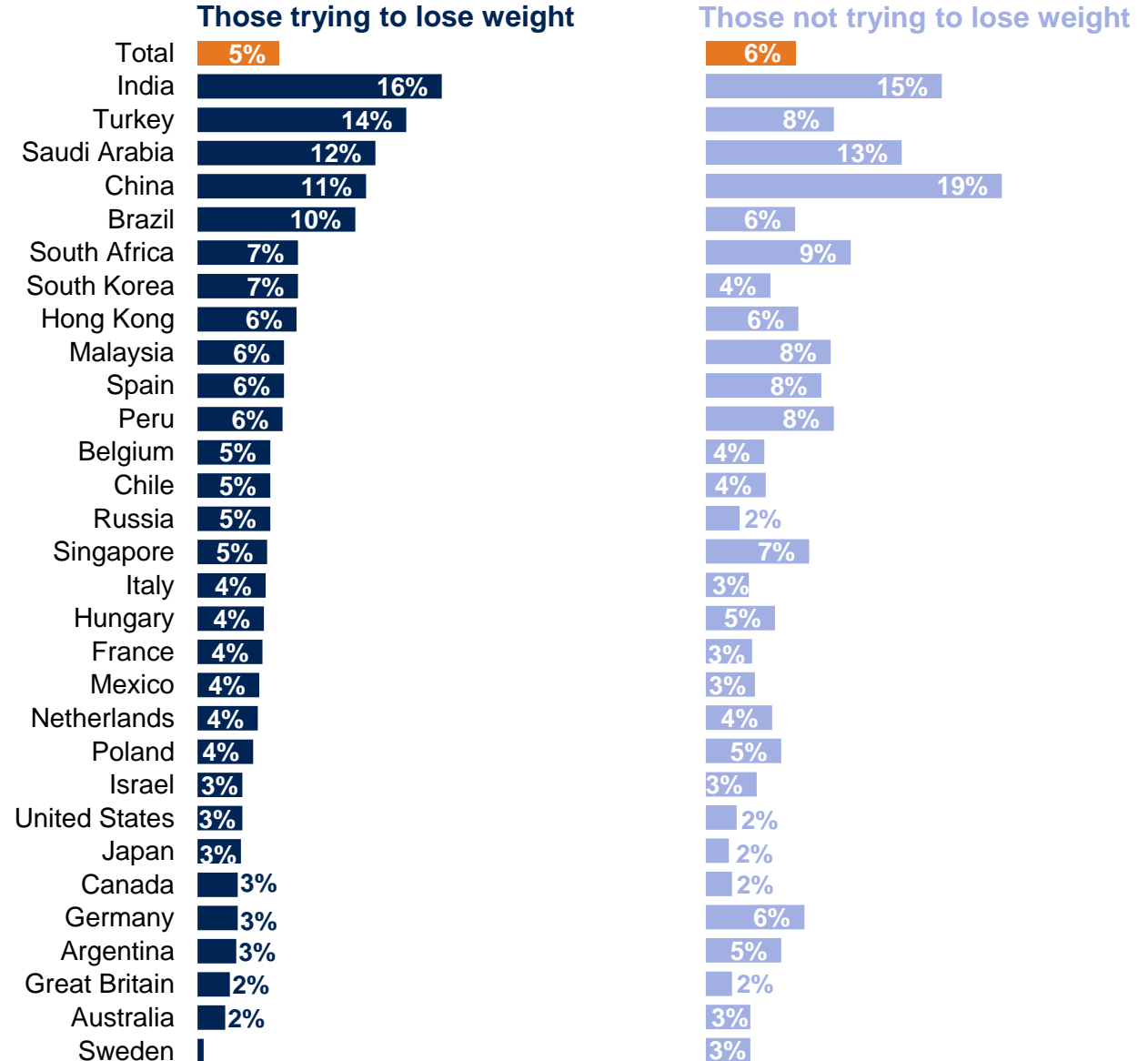
Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q6. UNSATURATED FATS

Which two or three of the following, if any, would you be looking to / are you trying to reduce or eliminate to help with your weight loss?

Globally, reducing / eliminating unsaturated fats is less likely than most other options to be mentioned as potentially helping with weight loss.

People in India, and people trying to lose weight in China are most likely to mention this.

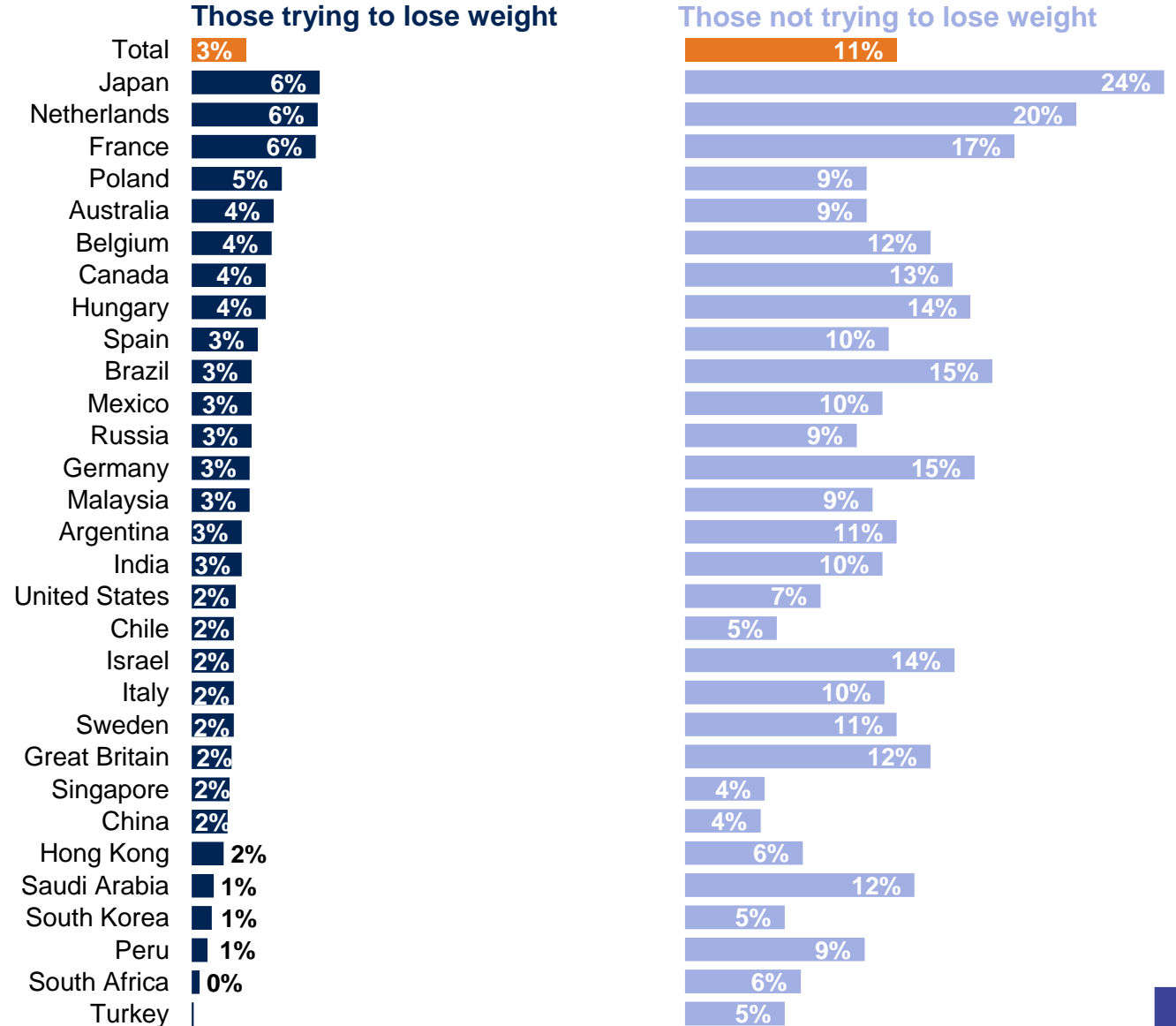


Base: 22,008 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q6. DON'T KNOW

Which two or three of the following, if any, would you be looking to / are you trying to reduce or eliminate to help with your weight loss?

Those not trying to lose weight were more likely to say they do not know what food-reduction / elimination strategies they would do to help with weight loss.



Q7. WHAT CAN COMPANIES AND GOVERNMENTS DO TO HELP WITH WEIGHT LOSS?

Globally, providing cheaper healthy foods, followed by access to more exercise spaces and facilities, are initiatives that are most likely to be mentioned as things that companies and governments could do to help with weight loss. This is true for people who are trying to lose weight, and those who are not.

- While cheaper healthy food is thought to be the most important solution, and the highest ranking among both groups with differing weight goals, it's holds greater significance for those trying to lose weight.
- Generally speaking, more public exercise facilities and more green public spaces for exercising are perceived as less beneficial for weight loss amongst more developed countries.

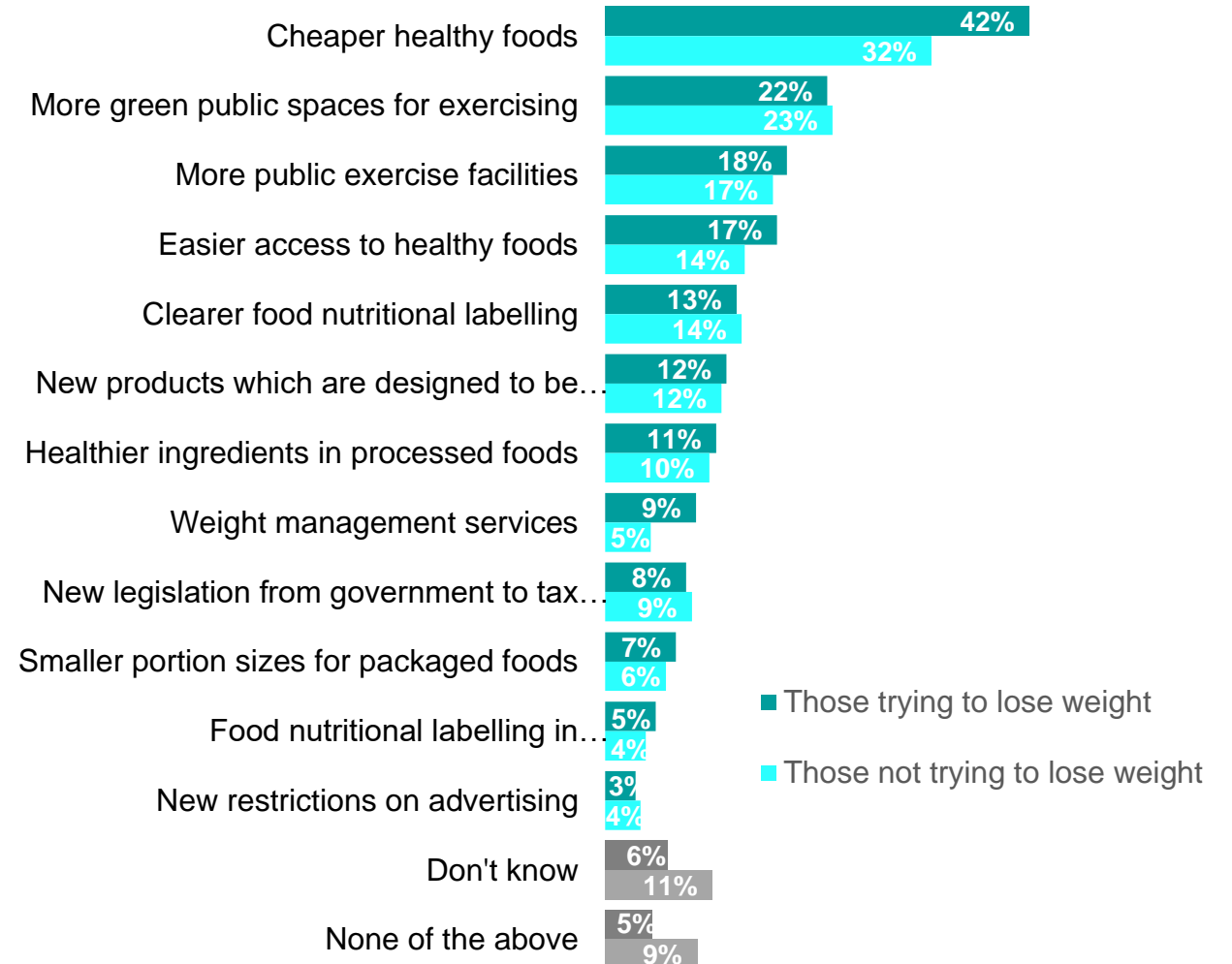
Q7.

Here are some things companies and governments could do to help. Which one or two of the following, if any, do you believe would be most likely to help with your weight loss?

Globally, cheaper healthy foods is the most important initiative governments and companies could do to reduce weight loss among both those trying to lose weight, and those who aren't.

More access to public exercise spaces and facilities are also in the top 3.

Global totals

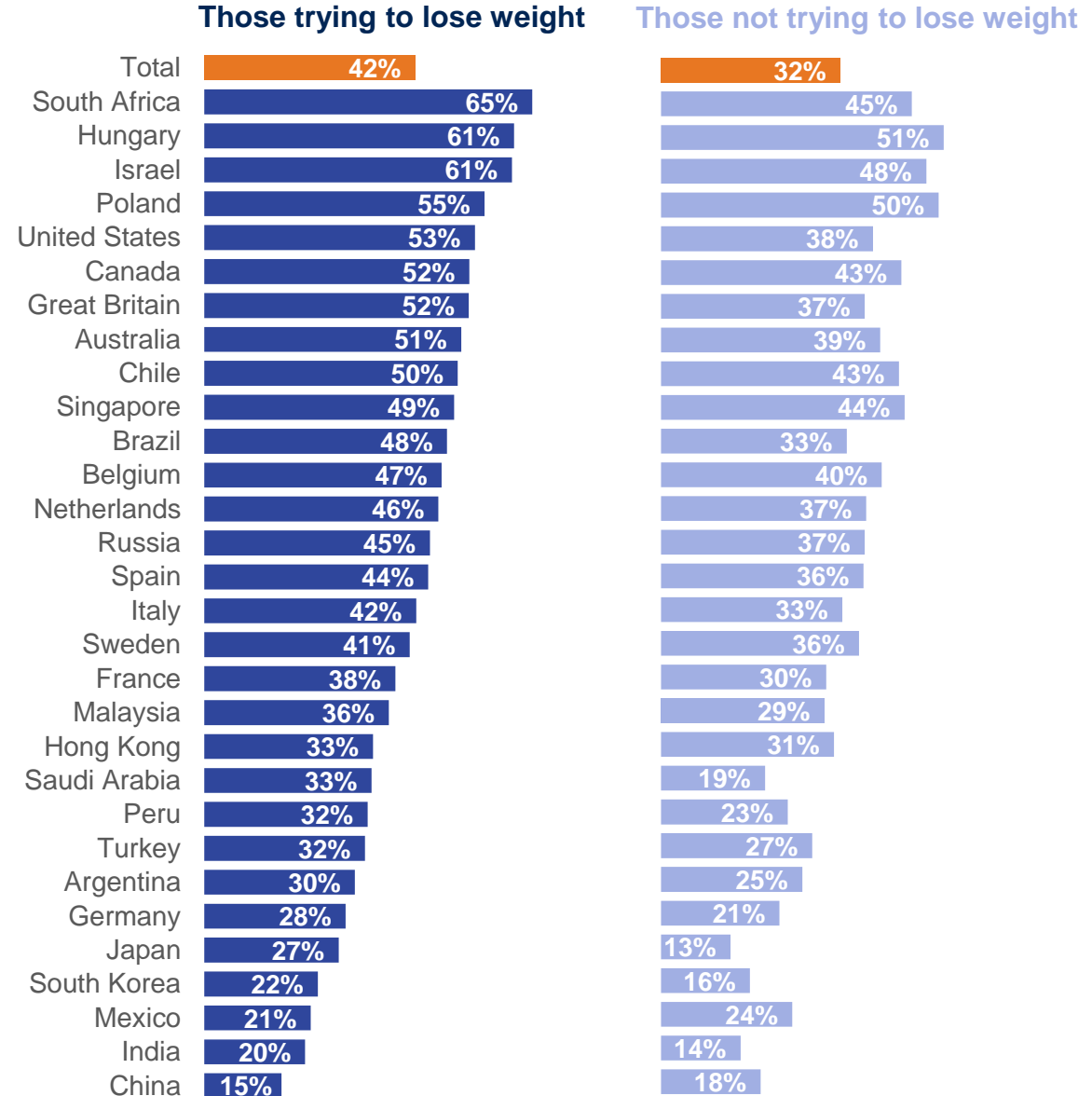


Q7. CHEAPER HEALTHY FOODS

Here are some things companies and governments could do to help. Which one or two of the following, if any, do you believe would be most likely to help with your weight loss?

Among those trying to lose weight, the majority of people in nine out of the 30 countries survey feel that having cheaper, healthier food options would aid their weight loss.

However, for those not trying to lose weight, while still viewed as the most important solution to help weight loss, only in Hungary did the majority feel this way.



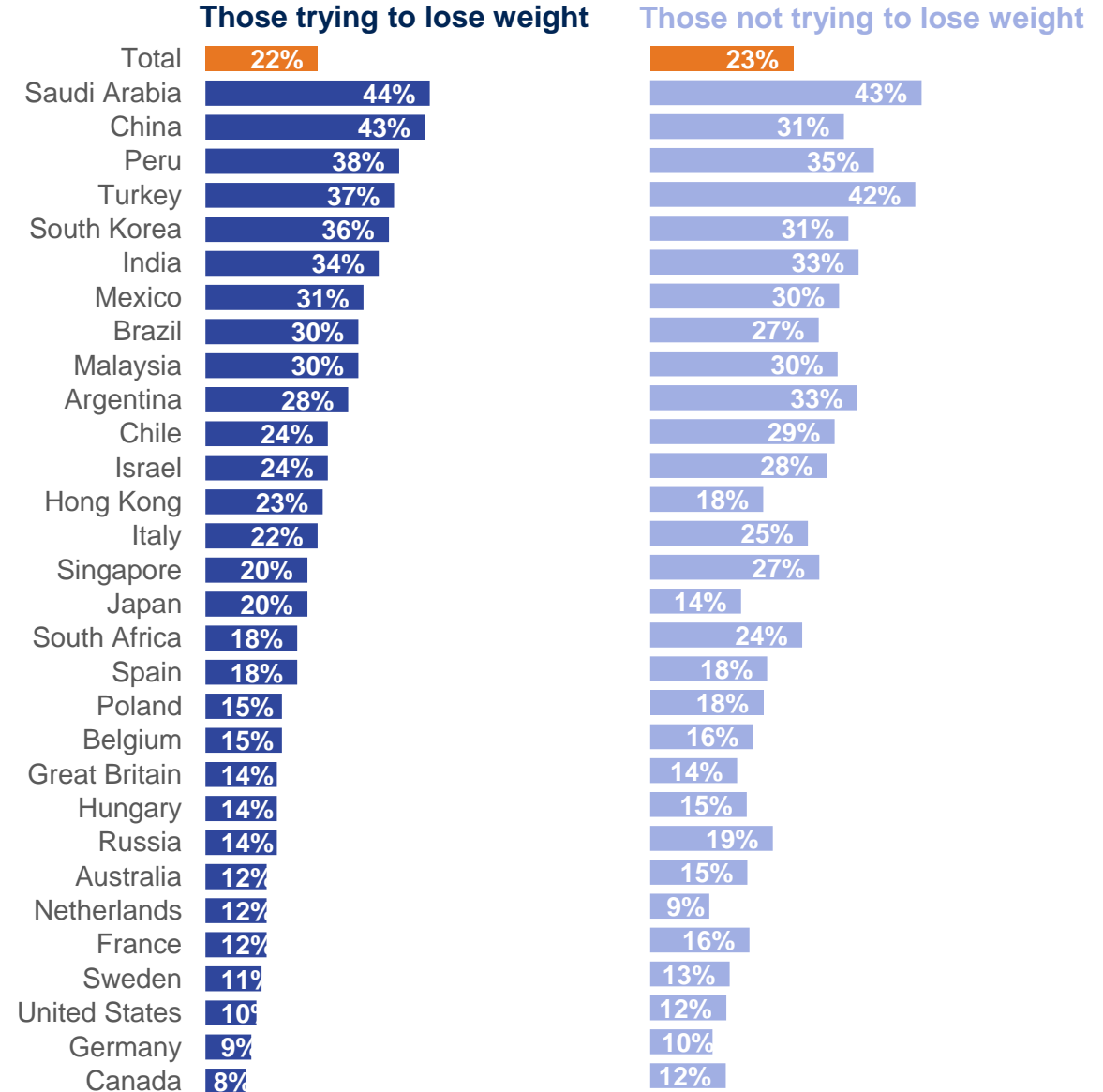
Base: 22010 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q7. MORE GREEN PUBLIC SPACES FOR EXERCISE

Here are some things companies and governments could do to help. Which one or two of the following, if any, do you believe would be most likely to help with your weight loss?

Among those who are trying to lose weight, more green public spaces is most mentioned as being likely to help with weight loss in Saudi Arabia and China.

Among those not trying to lose weight, outdoor green space is most mentioned as being likely to help in Middle East and Africa and Latin America.



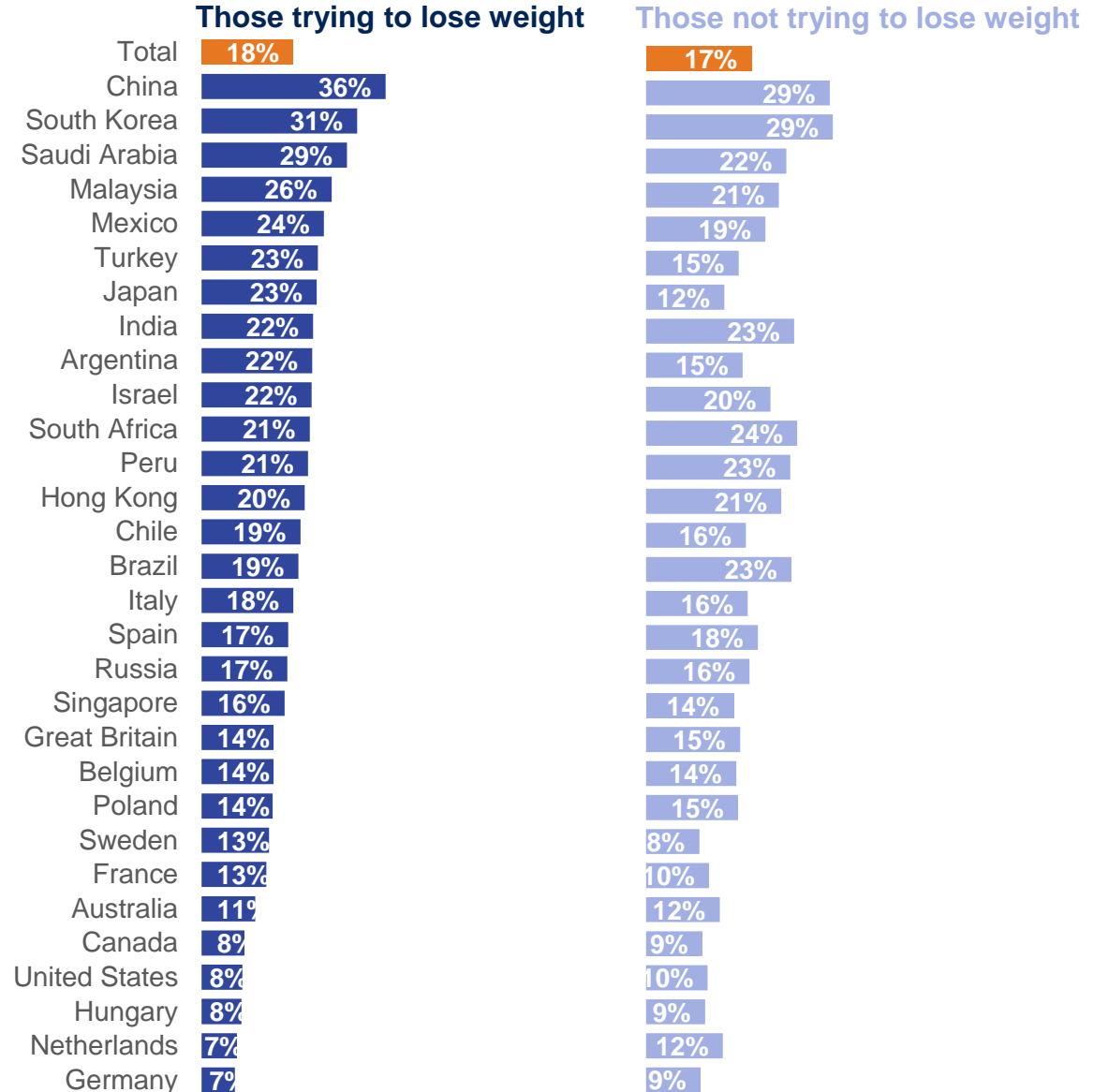
Base: 22010 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q7. MORE PUBLIC EXERCISE FACILITIES

Here are some things companies and governments could do to help. Which one or two of the following, if any, do you believe would be most likely to help with your weight loss?

Increasing public exercise facilities is most likely to be mentioned as something that could help with weight loss in South / South E Asian and South American countries, and in Saudi Arabia.

It is less likely to be mentioned by those in European or North American countries.

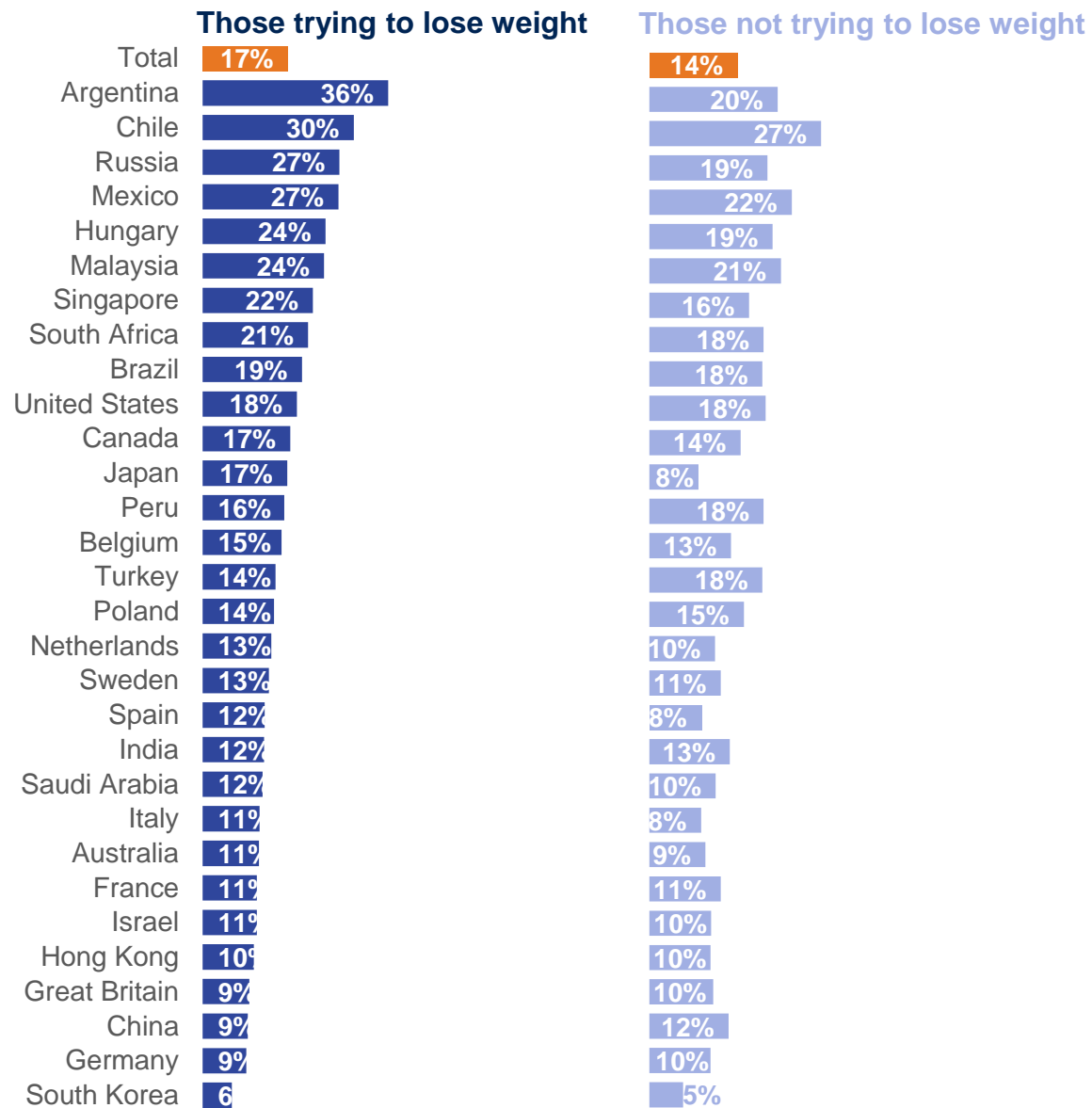


Base: 22010 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q7. EASIER ACCESS TO HEALTHY FOODS

Here are some things companies and governments could do to help. Which one or two of the following, if any, do you believe would be most likely to help with your weight loss?

Better access to healthy foods is more likely to be mentioned as something that could help with weight loss in Latin American countries, particularly by those trying to lose weight.



Base: 22010 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

Q8.

EARLIER, YOU SAID THAT YOU GAINED WEIGHT DURING THE COVID-19 PANDEMIC. ROUGHLY, HOW MUCH DID YOU GAIN?

Across all countries, the average stated weight gain among those who said they had gained weight during the COVID-19 pandemic was 6.1kg.

- In most countries, among people who said they gained weight during the COVID-19 pandemic, the average claimed weight gain was at least 5kg.
- However, the average claimed weight gain was highest in Mexico and Saudi Arabia, with an average of 8kg or more.

Q8.

Earlier, you said that you gained weight during the COVID-19 pandemic. Roughly how much did you gain?

Across all countries, the average stated weight gain among those who said they had gained weight during the COVID-19 pandemic was 6.1 kilograms.

Global totals

Gained weight

31%

Global totals

Average weight gained
(kg)

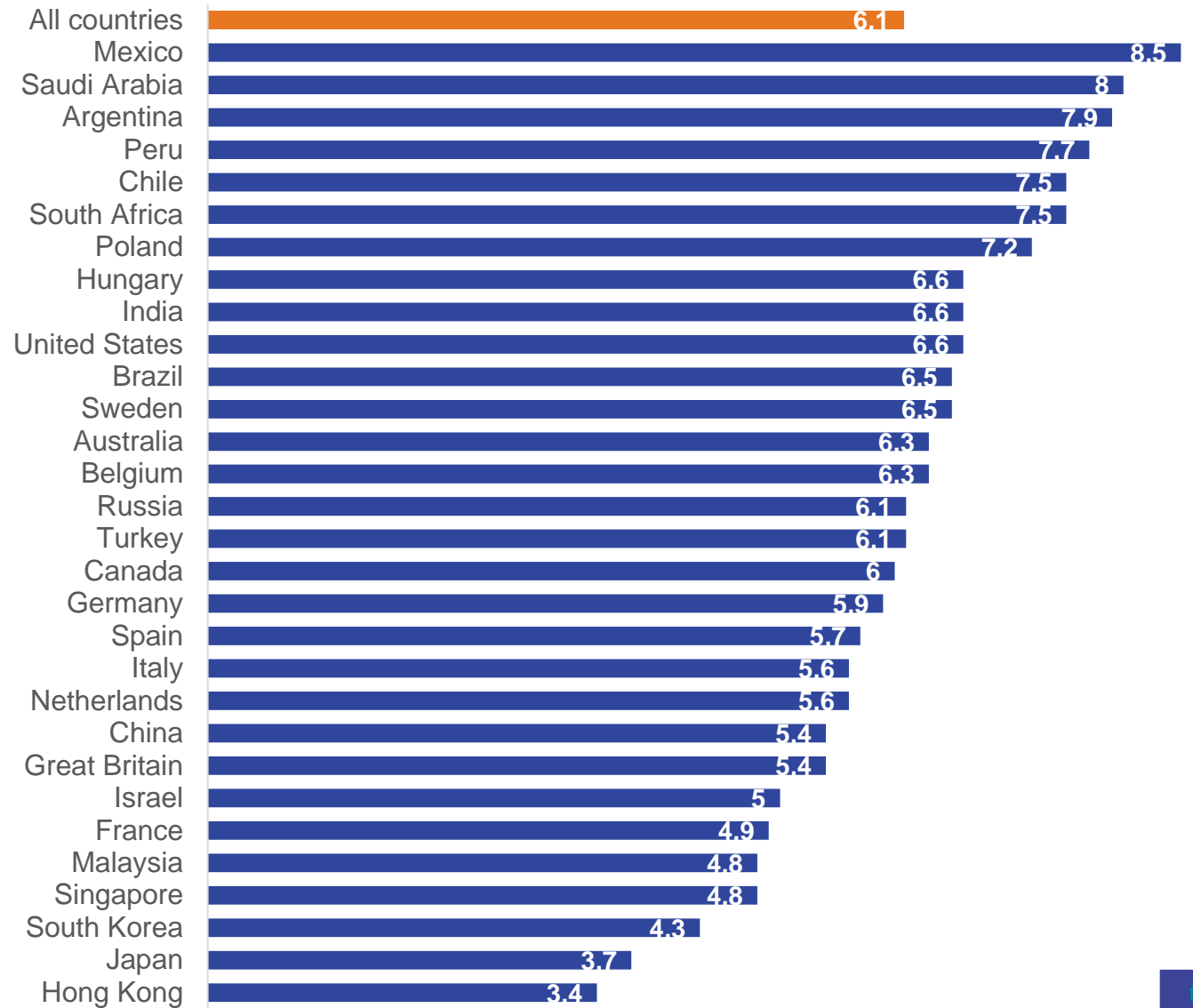
6,1

Q8.

Earlier, you said that you gained weight during the COVID-19 pandemic. Roughly how much did you gain?

In most countries, among people who said they gained weight during the COVID-19 pandemic, the average claimed weight gain was at least 5kg.

However, the average claimed weight gain was highest in Mexico and Saudi Arabia, with an average of 8kg or more.



Base: 6296 online adults aged 16-74 across 30 countries, October 23rd- November 6th 2020

TECHNICAL NOTE

The data for this research was collected via Ipsos Global Advisor from October 23rd to November 6th, 2020. In total 22,008 interviews were conducted between October 23rd and November 6th 2020 among adult consumers.

The survey was conducted in 30 markets around the world via the Ipsos Online Panel system: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Great Britain, Hong Kong, Hungary, India, Israel, Italy, Japan, Malaysia, Mexico, Netherlands, Peru, Poland, Russia, Saudi Arabia, Singapore, South Africa, Sweden, Turkey and the United States.

The samples in some markets (e.g., Brazil, mainland China or India) are more urban, more educated, and/or more affluent than the general population. The survey results for such markets should be viewed as reflecting the views of the more “connected” segment of their population.

The data is weighted so each country’s sample composition best reflects the demographic profile of its adult population according to the most recent census data, and to give each country an equal weight in the total “global” sample.

Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.

UK data for Q8 were subject to individual editing decisions

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GAME CHANGERS

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You act better when you are sure.

