

GLOBAL PERCEPTIONS OF OBESITY

An Ipsos Syndicated Study

March 2026

Introduction

Welcome to the Ipsos Global Perceptions of Obesity Report.

On World Obesity Day, it is crucial to move beyond statistics and understand the human experience at the heart of the obesity crisis. While medically defined as a complex chronic, relapsing disease by numerous medical societies*, the public conversation is often stuck on outdated narratives of personal failure and lack of willpower.

This report delves into the data to tell the human story. We begin by exploring the internal conflict between seeing obesity as a disease and feeling it as a personal failing. We then reveal how societal narratives and the healthcare

system often reinforce this self-blame. Finally, we examine the heavy emotional toll this takes on daily life, and the resulting barriers that prevent people from seeking effective care.

About This Report

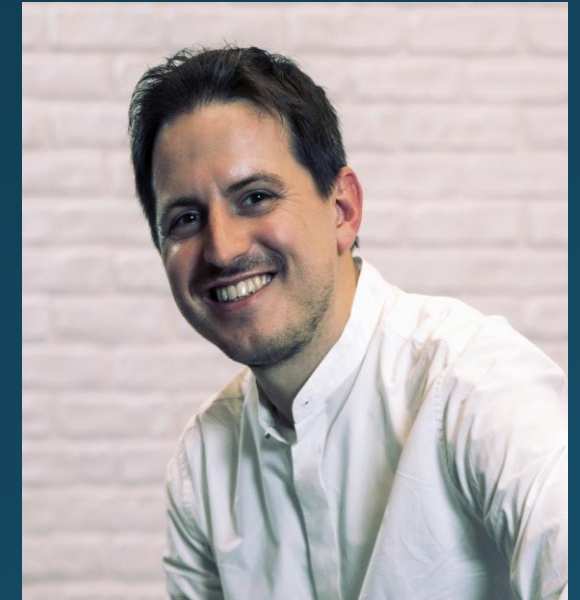
The Survey Data: The core findings are from the Ipsos Global Perceptions of Obesity Study, a syndicated survey of 14,500 people across 14 countries. Analysis is based on comparisons between people living with obesity and people not living with obesity (segmented by BMI). All findings are based on a 14-country average unless otherwise stated.

The Social Listening Data: To add real-world context, this report also

includes social media posts sourced from Ipsos Synthesio, our AI-enabled consumer intelligence platform. We analysed digital data points from platforms like Reddit and Instagram to understand the authentic online conversation around weight management.

We hope you find this report insightful and a valuable tool in the mission to shift the conversation around obesity.

If you have any questions about what's covered here, please get in touch.



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**Organisations recognising obesity as a chronic disease include [WHO](#), [WOF](#), [EASO](#), [CDC](#), [AMA](#), [OMA](#), [TOS](#)*

Source: Ipsos Global Perceptions of Obesity Study

Our Key Findings

A chronic disease, still treated as a personal failing

When it comes to obesity, there is a profound conflict between medical definition and personal belief. While 7 in 10 people living with obesity agree it is a “medical condition requiring ongoing management”, 2 in 3 also believe that it is “preventable through personal choices”.

Critical blind spots about obesity-related health risks

The misunderstanding of obesity extends to its consequences. Despite high worry about future health, specific knowledge about the condition is low: Only half of people living with obesity are aware of the links to heart disease (52%) and diabetes (53%), and fewer still link obesity with certain cancers (18%).

A hidden toll that drives social retreat

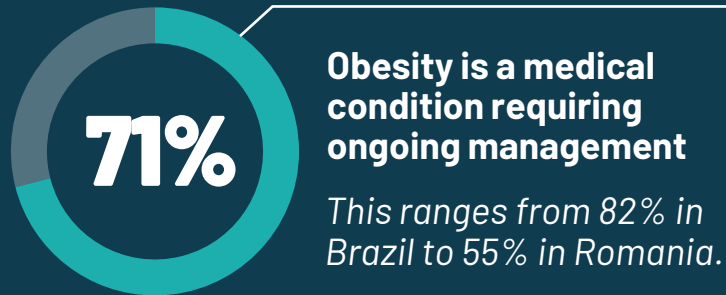
Across 12 key life dimensions measured, at least 7 in 10 people living with obesity – based on a 14-country average – report that their weight has had a negative impact on their satisfaction in all areas. The burden of obesity is also deeply isolating, with the fear of judgment forcing avoidance of social activity.

[Source: Ipsos Global Perceptions of Obesity Study](#)

At a Glance

The Central Conflict

% of people living with obesity that "Agree" or "Strongly Agree" that



% of people living with obesity that believe



All data points shown are based on a 14-country average
Base: 3,094 people living with obesity across 14 countries

Source: Ipsos Global Perceptions of Obesity Study

The Health Risk Blind Spots

% of the people living with obesity...

aware of its link to diabetes

53%

aware of its link to heart disease

52%

aware of its link to certain cancers

18%

The System Failure

82% of people living with obesity who have seen/spoken to a doctor about their weight **reported receiving lifestyle-focused recommendations**, reinforcing the outdated narrative that obesity is a matter of personal discipline.

The Weight of Worry & Judgement

Due to their weight, people living with obesity frequently feel

Worried about future health problems

48%

Anxious about current health or wellbeing

42%

Anxious about how others see them

36%

A Substantial Burden on Everyday Life

70% of people living with obesity have **avoided social, leisure, or romantic activities** in the past year due to their weight; this is amplified among females, younger adults (18–45ys) and employed individuals.

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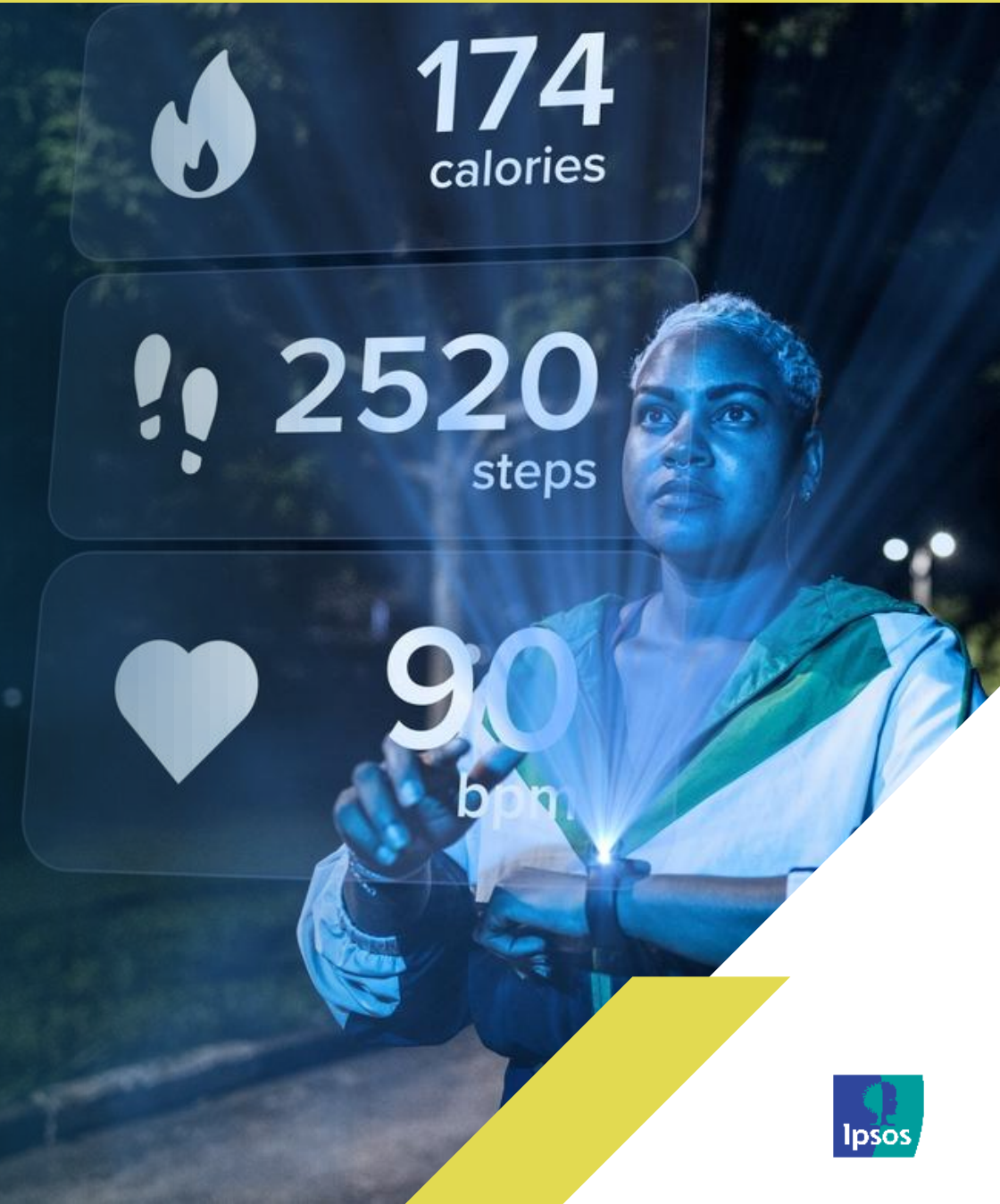
Methodology

Section 1

A Story of Internalised Stigma and a Call for Empathy

Section 1a: The Internal Conflict & Knowledge Gap

A disconnect between medical definition and personal belief

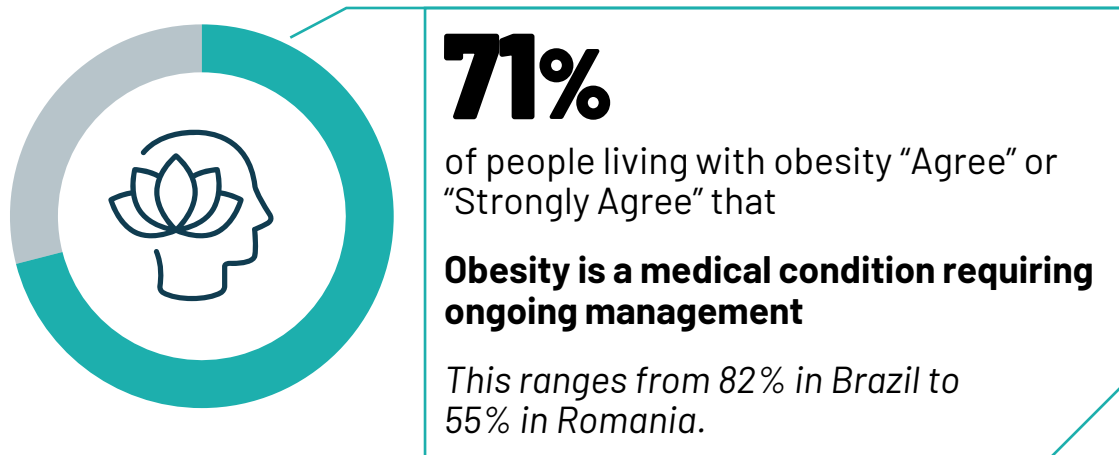


The Central Conflict: A Disease by Definition, A Personal Failure in the Mind

While the World Health Organisation classifies obesity as a [chronic, relapsing disease](#), the beliefs of those living with it reveal a profound internal conflict.

On one hand, 7 in 10 people living with obesity understand it is a "medical condition requiring ongoing management". Yet, 2 in 3 also believe obesity is "preventable through personal choices".

This core contradiction between intellectually understanding obesity as a medical condition and internalising it as a personal responsibility underpins the patient experience. It creates a state of cognitive dissonance that can fuel self-blame and is often reinforced by healthcare interactions, ultimately complicating decisions related to seeking care.



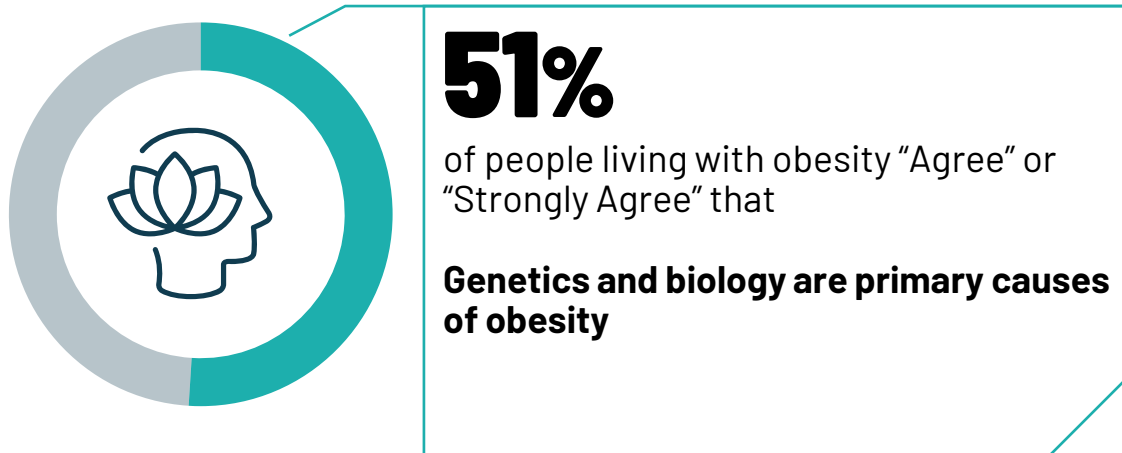
Base: 3,094 people living with obesity across 14 countries

Source: Ipsos Global Perceptions of Obesity Study

A Need For Advancing Biological Understanding

This self-blame is rooted in a misunderstanding of the cause of obesity. While most people living with obesity recognise it as a medical condition, the basis for this knowledge is less entrenched – only half acknowledge the scientific reality of genetics and biology.

Q: Please indicate your level of agreement with each of the following statements ? 14-Country Average



Base: 3,094 people living with obesity across 14 countries

Source: [Ipsos Global Perceptions of Obesity Study](#)



The frustrations of those who feel their biological reality is being dismissed as a simple lack of willpower is reflected in online discussions:

"The number of people that I've run into that will come up with ANY justification to say "No, it's impossible for something to be wrong biologically to make you this hungry, it's ONLY you being weak" is quite astounding."

– Reddit

Source: [Ipsos Synthesio](#)

Blind Spots: The Disconnect In Understanding Extends to Medical Risk

This knowledge gap extends beyond causes to consequences. While worry is evident, awareness of specific risks is low.

Nearly half (48%) of people living with obesity frequently worry about future health problems because of their current weight.

Similar proportions understand obesity's strong proven links to type 2 diabetes (53%) and heart disease (52%), while only 18% are aware of its link to certain cancers.

[Source: Ipsos Global Perceptions of Obesity Study](#)



A deeper look

These knowledge gaps are not uniform – they are influenced by a person's age and where they live.

- Awareness of risks increases with age. Those living with obesity aged 46+ are significantly more aware of the risks of T2D (61%) and heart disease (62%) versus those aged 18–45 (45% and 43% respectively).
- Awareness varies by market. People in Canada and the UK are the most informed, while those in India and the UAE are the least.

This underscores the vital importance of breaking down barriers to care and increasing health literacy and health education. Getting patients into the clinical setting is a critical step toward bridging these knowledge gaps.

Awareness of Risk: Knowledge Levels by Country

Q. Which of the following health risks, if any, do you think obesity has a direct cause or strong contribution to?

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudia Arabia	 South Korea	 Spain	 Türkiye	 UAE	 UK
Sample size (n): Living with Obesity	3,094	205	219	260	703	95	211	164	201	211	266	110	151	94	204
TYPE 2 DIABETES	53%	53%	62%	72%	37%	46%	50%	63%	66%	50%	53%	49%	50%	33%	72%
HEART DISEASE	52%	52%	57%	76%	39%	56%	43%	62%	64%	40%	51%	52%	54%	38%	68%
CERTAIN CANCERS	18%	17%	22%	33%	11%	23%	23%	23%	20%	11%	14%	13%	22%	9%	36%

Base: 3,094 people living with obesity across 14 countries

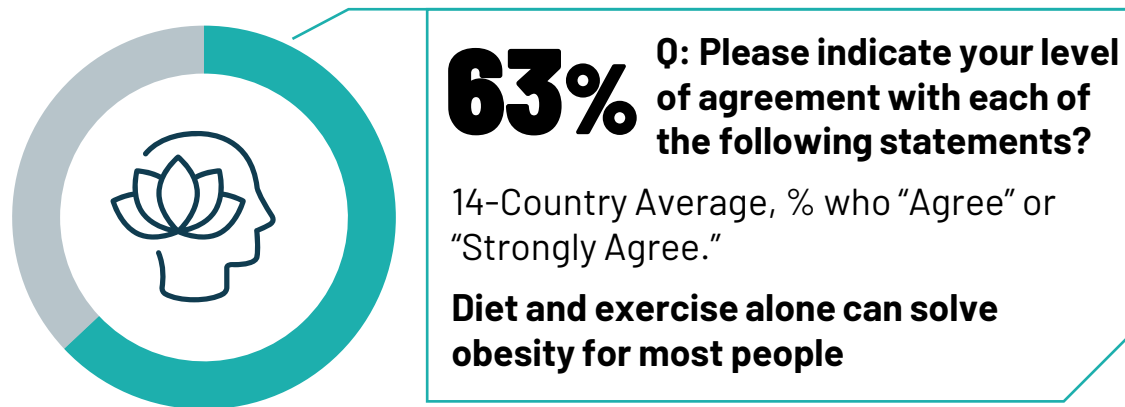
Source: Ipsos Global Perceptions of Obesity Study

Section 1b: System Reinforcement

How society & the healthcare environment reinforce the 'personal choices' narrative

The “Eat Less, Move More” Narrative Persists

These gaps in knowledge are filled by societal narratives. The simplistic “eat less, move more” story is still a dominant belief – almost 2 in 3 people living with obesity agree that “diet and exercise alone can solve obesity for most people.”



This inherent belief that obesity is a preventable condition that can be solved through diet and exercise alone ultimately suggests that many people living with obesity feel personally responsible both for causing their obesity and the solution for it – amplifying the burden of personal failure and overriding any medical understanding.

Base: 3,094 people living with obesity across 14 countries

Source: Ipsos Global Perceptions of Obesity Study



Online, the voice of the narrative can be heard...

“We are in control of our weight... over and over the #1 defining factor of weight is lifestyle... It’s called accountability... Weight is decided by lifestyle. It really is that simple.”

– Reddit

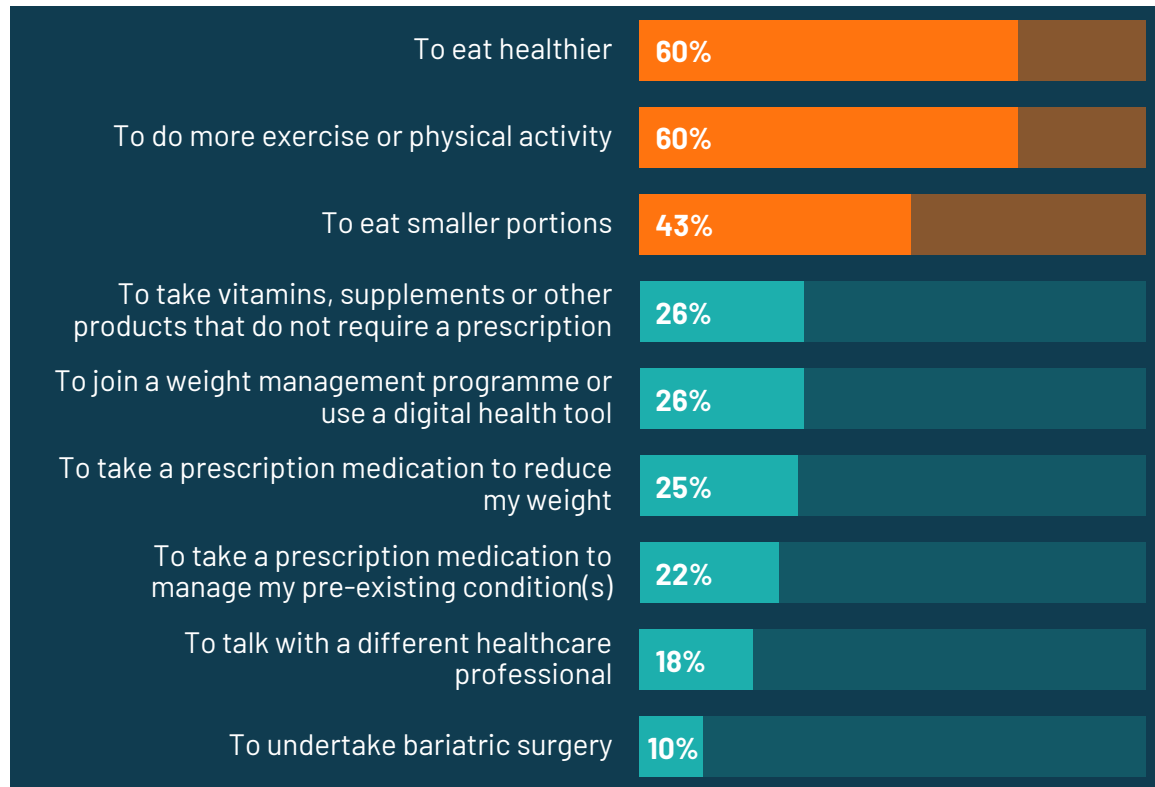
Source: Ipsos Synthesio

A Global Divide

The belief that ‘diet and exercise alone’ is the solution varies by culture. It is most entrenched in India (75% agree) and the UAE (74% agree), suggesting a heavy cultural reliance on lifestyle solutions in these regions. People living with obesity are least likely to agree in Canada (42%), the UK (50%) and Austria (50%), indicating a growing awareness in these countries that lifestyle changes alone may be insufficient.

System Failure: Healthcare Often Reinforces Outdated Beliefs

Q: What did the doctor recommend, if anything, when discussing your weight? 14-Country Average



Base: 1,749 people living with obesity who have ever seen/spoken to a doctor to discuss their weight

Source: Ipsos Global Perceptions of Obesity Study

Crucially, this is not just about personal belief. People living with obesity that do seek medical advice report receiving recommendations that often reinforce the “personal failure” narrative – focusing more on lifestyle changes rather than comprehensive medical management. Online discussions vividly illustrate the experience behind the data, with people frequently expressing their frustration with such advice:

“

Holding people to account for their own failings is something you likely only do for obesity and nothing else... We still treat alcoholics with liver cancer..”

– Reddit

I’ve seen doctors in the past who simply don’t have the level of expertise in obesity and their immediate response was “do the Mediterranean diet and walk more.”

– Reddit

Eat less. My doctor told me to have 2-4 bites and wait 10 whole minutes to see if I truly need more.”

– Reddit

Source: [Ipsos Synthesio](#)

These findings point to potential gaps in how healthcare systems are currently addressing the management of obesity.

Section 1c: The Human Cost

The widespread impact on
daily life, mental well-being,
and social participation

The Lived Experience: A Universal Negative Impact

The data reveals a consistent and widespread burden.

For every one of the 12 key life dimensions measured, at least 7 in 10 people living with obesity report that their weight has had a negative impact on their satisfaction in this area. This holds true across the board, from physical health (89%) to financial security (70%), and manifests in deeply personal ways, such as confidence & self-esteem (85%) and emotional & mental wellbeing (83%), as well as professionally ('work/daily life' is impacted for 76%).

This finding reframes the burden of obesity not as a problem confined to health or appearance, but as something that diminishes satisfaction in multiple areas of a person's life.

12 life dimensions measured:

Physical Health, Emotional & Mental Well-Being, Confidence and Self-Esteem, Social Relationships, Romantic Life, Physical Activity/Fitness, Healthcare Access, & Support, Personal Growth, Work/Daily Role, Nutrition & Eating Habits, Everyday Environment, Financial Security

Source: [Ipsos Global Perceptions of Obesity Study](#)



Social impact varies

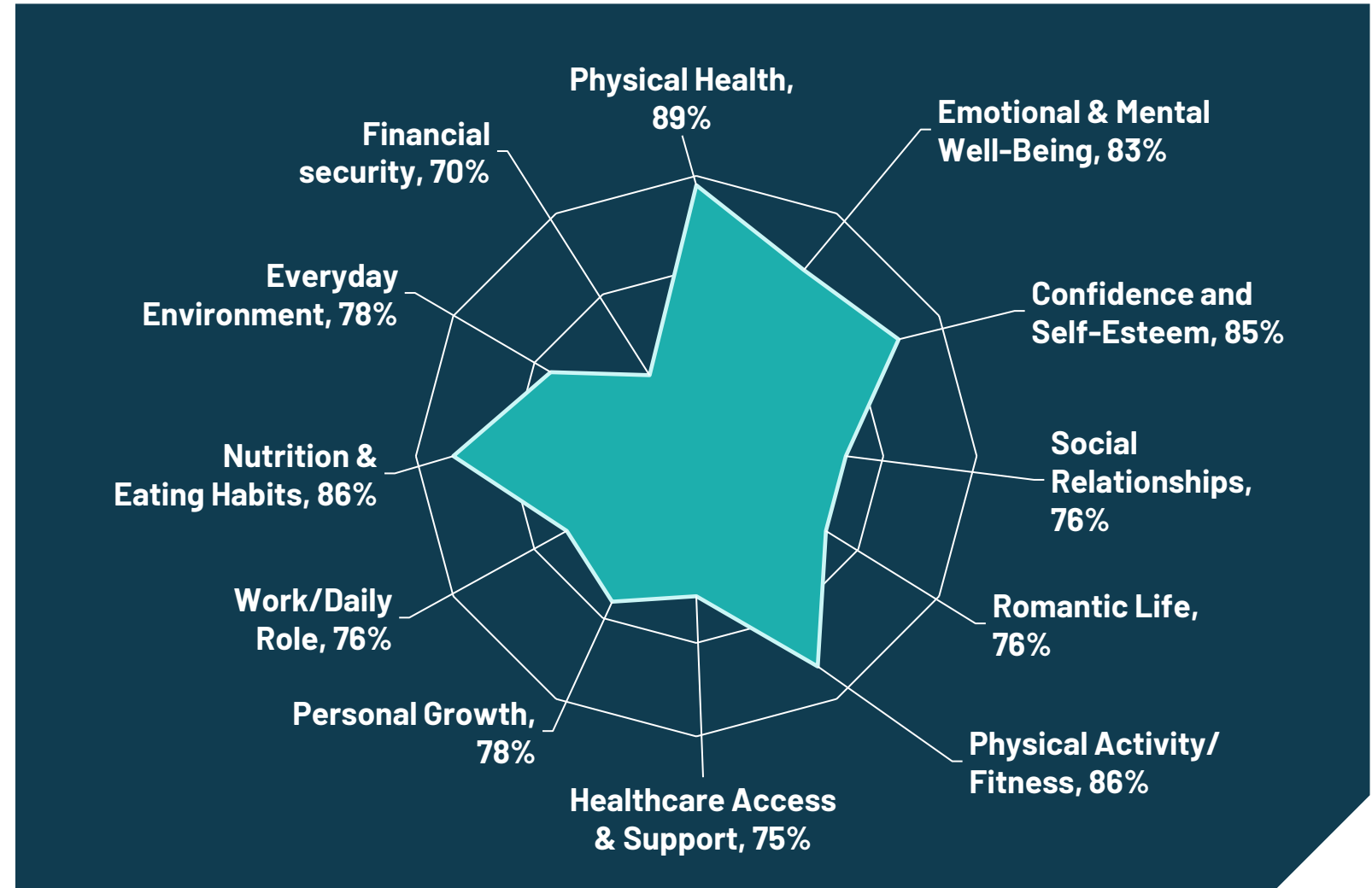
While the physical burden is high everywhere, other dimensions see a more varied perception of impact:

- Impact on Financial Security: Ranges from 93% in the UAE down to 40% in Canada – a 53-point difference.
- Impact on Social Relationships: Ranges from 93% in the UAE down to 51% in Canada – a 42-point difference.

The Lived Experience: A Universal Negative Impact

Q: For each area of life listed below, please rate the extent to which your weight has held you back or negatively impacted your satisfaction in this area
14-Country Average

% Impacted ("A lot" or "Completely" or "Moderately" or "A little")



Base: 3,094 people living with obesity across 14 countries

Source: Ipsos Global Perceptions of Obesity Study

The Satisfaction Gap: Quantifying the Disparity in Well-being

This universal negative impact translates into a significant gap in life satisfaction between people living with obesity and people not living with obesity.

The disparity is most pronounced in physical health, where people living with obesity are 19 percentage points less likely to report high satisfaction than those not living with obesity (40% vs 59%).

A similar trend is also seen for physical activity/fitness (a 15-point gap) and nutrition & eating habits (a 12-point gap), but it extends across multiple dimensions of life.



The impact on physical health satisfaction is most pronounced in South Korea, where only 26% of people living with obesity report being satisfied with their physical health.

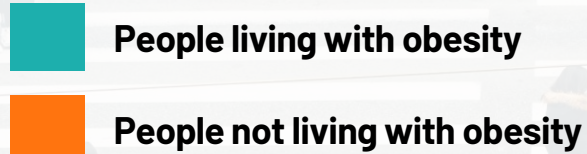
The impact on physical health worsens with increasing BMI. For those with Class 2+ obesity*, only 35% report high satisfaction with their physical health.

12 life dimensions measured:

Physical Health, Emotional & Mental Well-Being, Confidence and Self-Esteem, Social Relationships, Romantic Life, Physical Activity/Fitness, Healthcare Access, & Support, Personal Growth, Work/Daily Role, Nutrition & Eating Habits, Everyday Environment, Financial Security

Source: Ipsos Global Perceptions of Obesity Study

The Satisfaction Gap: Quantifying the Disparity in Well-being

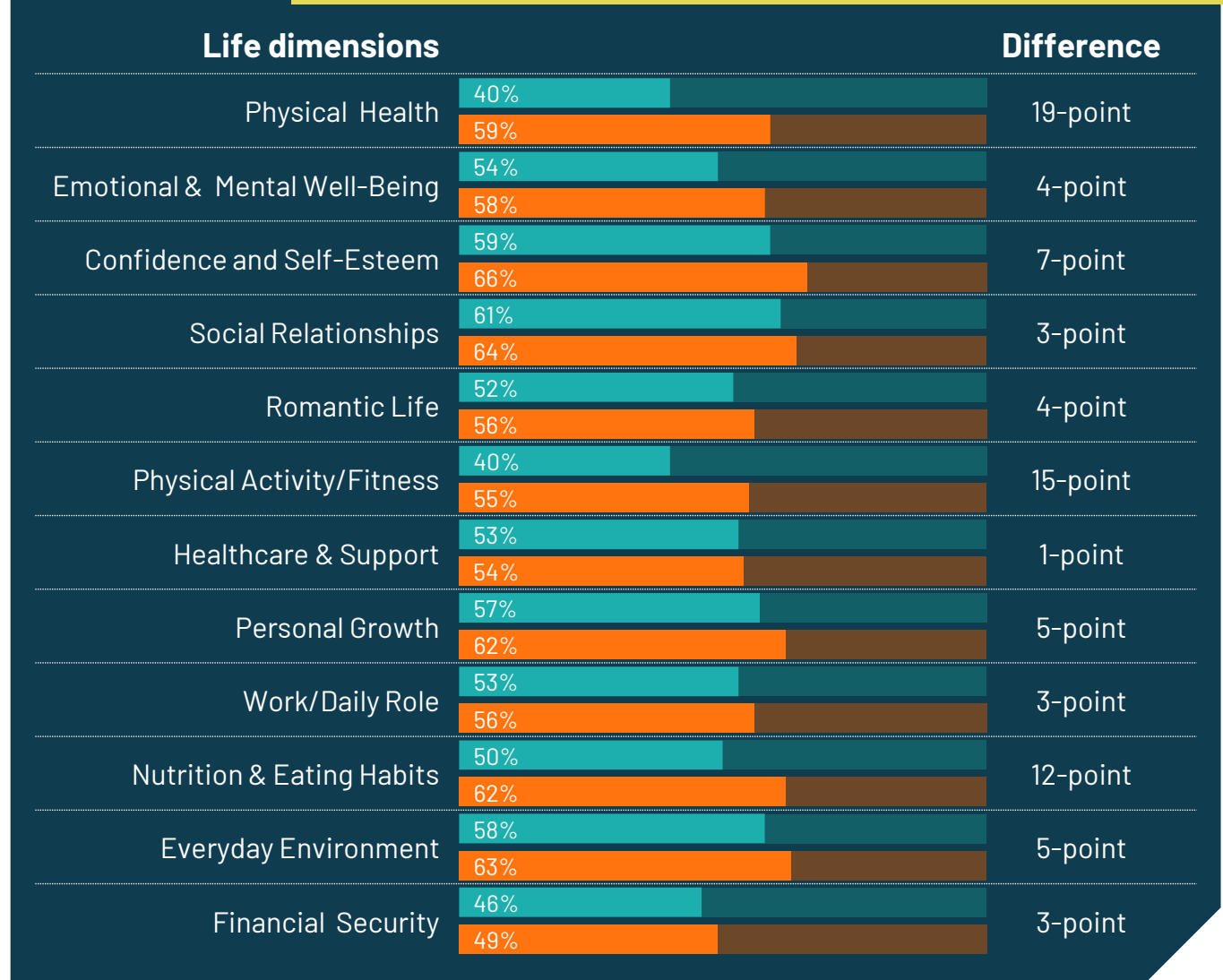


% High Satisfaction (T2B)

T2B (Top 2 box) = 'Highly satisfied', 'Satisfied'

Source: Ipsos Global Perceptions of Obesity Study

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Base:

3,094 people living with obesity

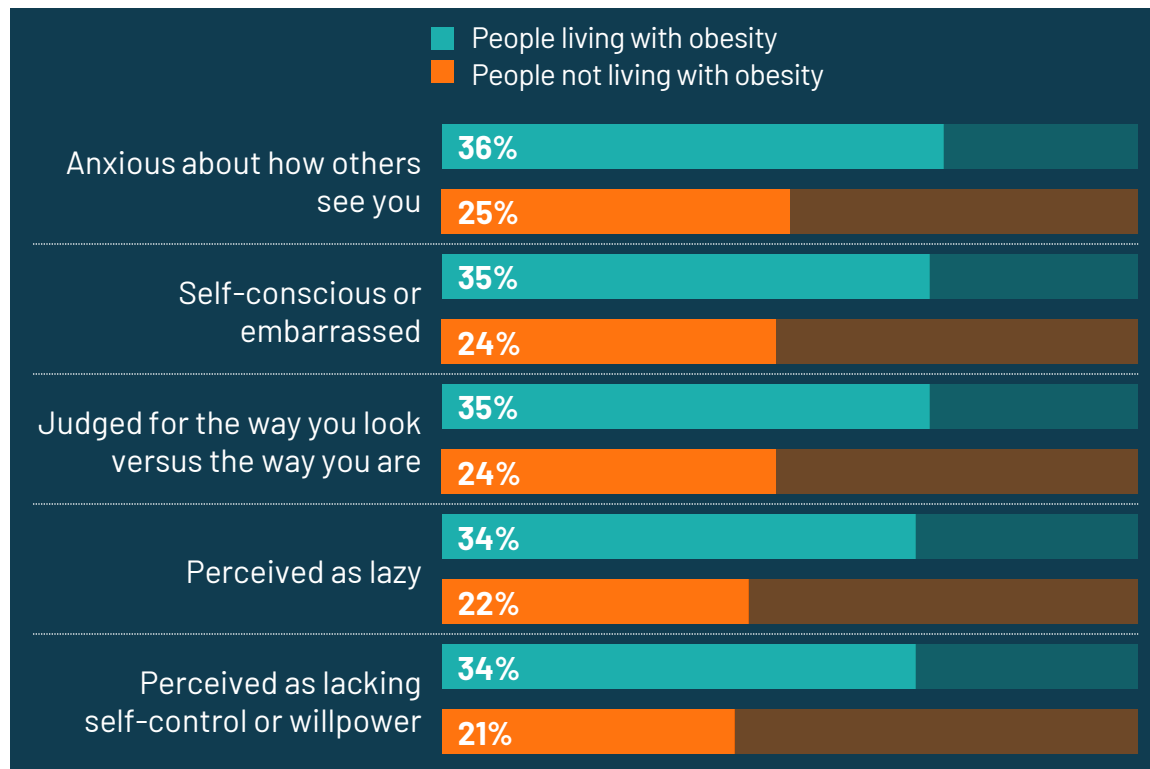
11,406 people not living with obesity across 14 countries

* Obesity Class 2+ = BMI 35+ [30+ India, South Korea]

The Emotional Burden of Perceived Stigma

Q: Thinking about your everyday life, how often do you feel the following specifically because of your weight, shape, or size?

14-Country Average, %"Often" or "Always"



Base: 3,094 people living with obesity and 11,406 people not living with obesity across 14 countries

Source: Ipsos Global Perceptions of Obesity Study

Living with obesity is also defined by a heavy emotional burden, including a feeling of being judged by others. This is not just "feeling bad." The data points to a constant sense of perceived judgment that erodes daily well-being and reinforces the internalised narrative of personal failure. It also represents another significant disparity in satisfaction compared to those not living with obesity.

The Cultural Weight of Stigma

The intensity of this emotional burden varies considerably by market, suggesting that perceived stigma is a powerful cultural variable.

- **The High End:** In India, the sense of being judged is higher, with 50% frequently feeling self-conscious and 49% as perceived as lazy.

- **The Low End:** In Austria, these numbers are far lower, at 19% and 18% respectively, pointing to different societal experience. Poland and Romania are also at the lower end of the scale.

This experience is powerfully articulated in online forums, where the language of 'concern' is often identified as a mask for judgment



It's amazing how much... cruel behaviour you can get away with if your target is a fat person and you express all of your bullying in the language of... "concern." ...what you're left with is a textbook case of emotional manipulation."

– Reddit

Source: [Ipsos Synthesio](#)

Perceived Stigma Fuels Social Retreat



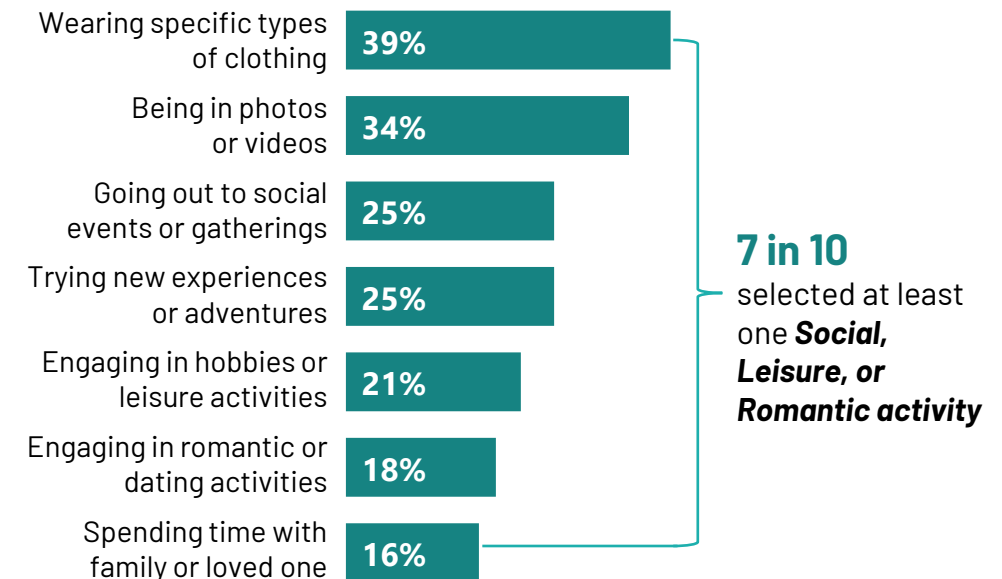
If only people knew how much I hate myself for the way that I look and because of it, I have social anxiety and choose to stay home because I don't want to be seen. It has consumed my entire life to the point I don't enjoy it anymore."

– Reddit

Source: [Ipsos Synthesio](#)

Perceived stigma culminates in a retreat from life. It stops being just a feeling and becomes a behavioural limitation: 7 in 10 have avoided social, leisure, or romantic activities in the past year due to their weight. 'Wearing specific types of clothing' and 'being in photos or videos' are the most avoided activities.

Q: In the past 12 months , which of the following activities or decisions have you avoided, delayed, or put off because of your weight? 14-Country Average



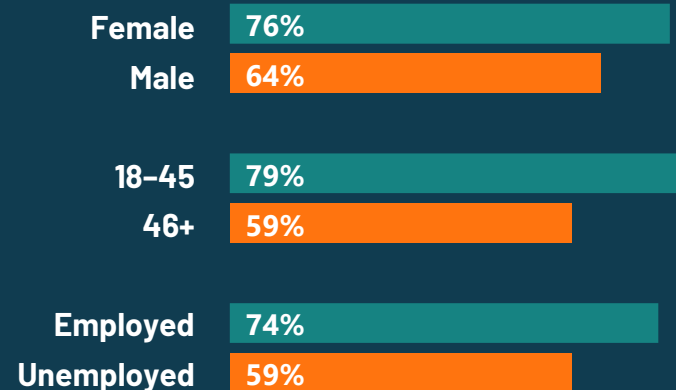
Base: 3,094 people living with obesity across 14 countries

The Unequal Burden – Key Demographic Divides

The data clearly show that the behavioural and emotional impact of living with obesity is experienced to different extents, depending on specific demographics. The burden is consistently felt more acutely by women, younger adults (18–45), and those who are currently employed, pointing to the intersection of obesity with specific societal pressures for certain groups of people.

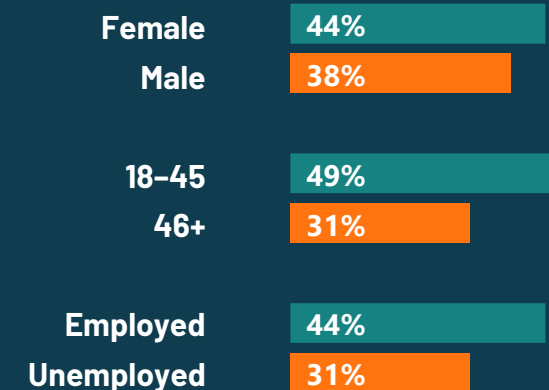
Q: In the past 12 months, which of the following activities or decisions have you avoided, delayed, or put off because of your weight?

% Avoiding Social, Leisure, Appearance & Romantic Activities



Q: Please rate the extent to which your weight has held you back or negatively impacted your satisfaction in this area

Confidence and Self-Esteem. % Highly Impacted ("A lot" or "Completely")



Base: 3,094 people living with obesity across 14 countries (1367 females, 1723 males, 1651 18–45yr olds, 1443 46+ yr olds, 2160 employed individuals and 932 unemployed individuals)

Source: Ipsos Global Perceptions of Obesity Study

Spotlight on Age: A Generational Impact on Stigma

Of all the demographic differences, the gap between younger and older adults is the most profound. For those aged 18–45, the perceived social judgement is more intense than for their older counterparts (46+), as shown by the 23 to 28-point gaps across all measures of self-blame and perceived stigma.

Key consequences of this self-blame and stigma

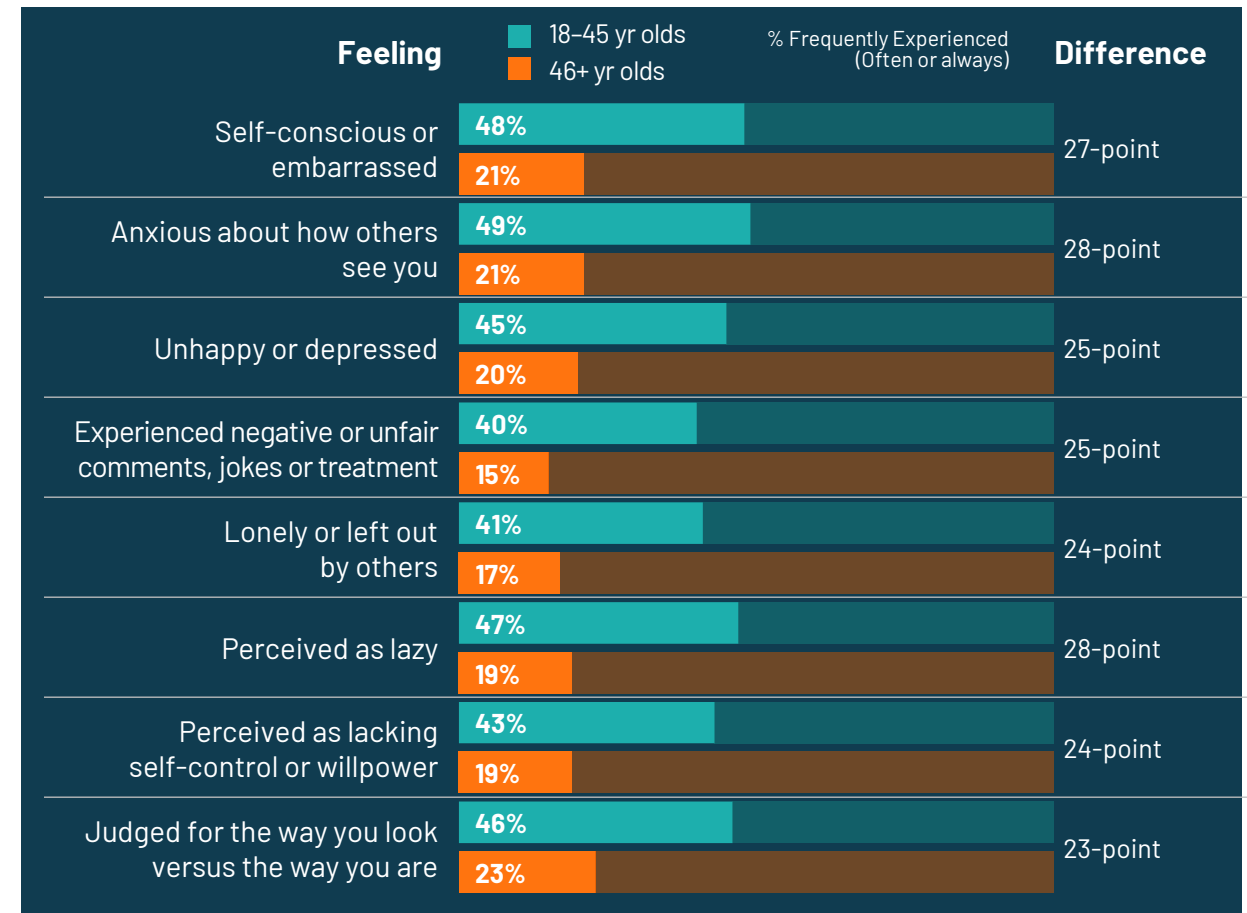
- A cumulative impact on well-being: Younger adults are significantly more likely to report that their weight has a high impact on their satisfaction across all 12 life dimensions measured in the survey.
- Social withdrawal: 30% of younger adults living with obesity have avoided 'going out to social events' in the past year, compared to 19% of those aged 46+.

This generational gap points to a profound difference in the daily lived experience, suggesting that navigating the social and professional worlds in early to mid-adulthood carries a heavier psychological weight.

Base: 3,094 people living with obesity across 14 countries; 1651 18–45yr olds, 1443 46+ yr olds

Source: Ipsos Global Perceptions of Obesity Study

Q: Thinking about your everyday life, how often do you feel the following specifically because of your weight, shape, or size?



Section 1d: Barriers to Action

Action to manage weight
does not translate into
seeking medical care

The “Action Paradox” – High Motivation, Misdirected Effort

The potential for change among people living with obesity is huge: 81% have considered or been advised to lose weight; 56% in the last 12 months.

However, this intention does not typically translate into seeking professional medical help. In the last year, just one in three (35%) had consulted a doctor about their weight.

Instead, their actions reveal a fragmented approach where non-clinical methods, such as following a fad diet (33%), or searching for information online or through family/friends (50%), are pursued with nearly the same frequency as consulting a doctor – sometimes higher.

This is not apathy. While some people living with obesity are not seeking solutions, there is a proactive segment that is. But there is a cohort avoiding healthcare-oriented routes, highlighting a need for stronger empathy and education.

[Source: Ipsos Global Perceptions of Obesity Study](#)



Country spotlight

This paradox plays out differently in some countries – in Saudi Arabia, fad diets are more common than seeing a doctor (49% vs. 36%). In Brazil, pursuing the medical pathway is stronger (55% saw a doctor vs. 35% tried a fad diet). People living with obesity in Brazil are also the most likely to search for information online or through friends/family (62%).



Demographic spotlight

The fragmented search for solutions is, again, most pronounced among women, younger adults (18–45), and the employed. For example, younger adults are more likely than those aged 46+ to have seen a doctor about their weight in the last 12 months (42% vs 26%, respectively), and also to have tried a fad diet (41% vs 23%, respectively).

The “Action Paradox” – High Motivation, Misdirected Effort

Which of the following actions,
if any, have you taken to manage
your weight?

% done this in the past 12 months



35%

“Seen or spoken with a qualified doctor about my weight.”



33%

“Followed a diet not widely recommended by health professionals.” (e.g., juice cleanse, detox diet, or very low-calorie/carb/fat diets)



50%

“Searched for information on weight management (online, through family/friends, etc.)”

Base: 3,094 people living with obesity across 14 countries

[Source: Ipsos Global Perceptions of Obesity Study](#)

Barriers to Care: The Emotional Walls to Seeking Help

The self-blame theme established earlier in our narrative feeds into the reasons why people living with obesity do not seek medical support. The inherent belief that their weight is their personal problem to 'deal with' manifests in several key barriers:

For people living with obesity who had not recently consulted a doctor*, the main reasons given were:

- 1** I prefer to manage my own weight (31%)
- 2** I'm worried about the cost of treatment or advice (25%)
- 3** I worry I won't be able to maintain recommended changes (24%)

While only 17% explicitly cite a "fear of being judged," the preference for self-management and fear of failure may also reflect a reluctance to avoid a setting where judgment is anticipated. The data suggests this fear is a reality. The group of respondents who "fear being judged" feel the burden of stigma far more acutely, with 50% of them frequently feeling "anxious about how others see them" (compared to just 36% of all people living with obesity).

Taken in context, these are not just logistical hurdles – they are emotional walls. Self-blame and the fear of judgment can be powerful, underlying barriers preventing medical engagement; many may deem 'self-management' a way to avoid a clinical setting they may perceive as 'unsafe'.

**those who had not consulted a doctor about their weight in the 3 months prior to survey completion.*

Source: [Ipsos Global Perceptions of Obesity Study](#)

Barriers to Care: The Emotional Walls to Seeking Help

31% Preferring Self-Management

24% Fear of Failure

17% Fear of Judgement

The fear of being judged is amplified in markets like Mexico (28%) & UK (23%).

Base: 2,238 people living with obesity who have not seen/spoken to a doctor to discuss their weight in the last 3 months

Source: Ipsos Global Perceptions of Obesity Study

Section 1e: Conclusion



The Path Forward: A Call to Action

The Picture We've Painted

Our findings paint a clear picture: People living with obesity are navigating **internalised and perceived stigma, misconceptions and knowledge gaps, and a health system that can reinforce outdated beliefs.**

The Action We Must Take

This World Obesity Day provides a critical moment to act. The data show that the most important first step is to shift the conversation.

This means moving the public narrative away from blame and towards understanding. It means empowering healthcare professionals to break the cycle of myth reinforcement. And it means creating a society where people living with obesity feel they can seek and receive the support they need.

Let us use this day to commit to finally talking about obesity not as a personal failing, but as the complex, chronic, and relapsing disease it is – deserving of attention, education, empathy, and support, like any other.



About World Obesity Day

World Obesity Day is observed annually on 4 March, uniting people worldwide to raise awareness of obesity as a complex, chronic disease and to advocate for improved prevention, treatment and support.

www.worldobesityday.org

Section 2

Appendix: Detailed Results & Country Breakdowns

Sample Sizes

																
		Total	Austria	Brazil	Canada	India	Italy	Mexico	Poland	Romania	Saudi Arabia	South Korea	Spain	Türkiye	UAE	UK
	Total # of respondents	14,500	1,000	1,000	1,000	2,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	500	1,000
Weight status (1)	Living with obesity	3094	205	219	260	703	95	211	164	201	211	266	110	151	94	204
		21%	21%	22%	26%	35%	10%	21%	16%	20%	21%	27%	11%	15%	19%	20%
	Not living with obesity	11406	795	781	740	1297	905	789	836	799	789	734	890	849	406	796
		79%	80%	78%	74%	65%	91%	79%	84%	80%	79%	73%	89%	85%	81%	80%
Gender	Male	51%	52%	42%	49%	53%	52%	46%	51%	46%	59%	58%	48%	45%	70%	47%
	Female	49%	48%	58%	51%	47%	48%	53%	50%	54%	41%	42%	52%	55%	30%	52%
Age	18-45	58%	51%	64%	38%	80%	39%	66%	48%	48%	86%	47%	45%	67%	87%	45%
	46+	42%	49%	36%	62%	20%	61%	34%	52%	52%	14%	54%	55%	33%	13%	55%

Definitions used in this report

- Living with obesity = BMI 30+ [25+ India, South Korea]
- Not living with obesity = BMI <30 [<25 India, South Korea]
- Obesity Class 2+ = BMI 35+ [30+ India, South Korea]
- Not living with overweight or obesity = BMI <25 [<23 India, South Korea]

Click the excel icon to access additional data tables, one tab per country:

- | | |
|-------------------------------|--|
| a. Total respondents | c. People not living with obesity |
| b. People living with obesity | d. Obesity Class 1 |
| i. Male vs Female | e. Obesity Class 2+ |
| ii. 18-45 vs 46+ | f. Overweight (not obesity) |
| iii. Employed vs Unemployed | g. Not living with overweight or obesity |



Microsoft Excel
Worksheet

Q1: For each area of life listed below, please rate your current level of satisfaction on a scale from 1 to 5, where: 1 = Very Dissatisfied 2 = Dissatisfied 3 = Neutral 4 = Satisfied 5 = Very Satisfied

% High Satisfaction ("Satisfied" or "Very Satisfied")	Global Country Average		 Austria		 Brazil		 Canada		 India		 Italy		 Mexico		 Poland	
	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
Sample size (n):	3,094	11,406	205	795	219	781	260	740	703	1297	95	905	211	789	164	836
Physical Health	40%	59%	35%	56%	29%	52%	31%	56%	59%	70%	37%	60%	36%	59%	36%	56%
Emotional & Mental Well-Being	54%	58%	47%	53%	45%	52%	52%	57%	68%	67%	46%	59%	58%	60%	55%	58%
Confidence and Self-Esteem	59%	66%	58%	61%	48%	57%	58%	65%	73%	76%	61%	65%	57%	70%	60%	63%
Social Relationships	61%	64%	59%	59%	55%	60%	59%	62%	68%	67%	60%	63%	60%	66%	61%	66%
Romantic Life	52%	56%	39%	45%	51%	56%	47%	50%	63%	64%	48%	57%	53%	61%	43%	51%
Physical Activity/Fitness	40%	55%	33%	51%	32%	49%	36%	55%	58%	67%	32%	54%	41%	60%	35%	56%
Healthcare Access & Support	53%	54%	52%	57%	38%	48%	52%	51%	65%	67%	34%	42%	41%	51%	45%	46%
Personal Growth	57%	62%	47%	53%	48%	54%	61%	62%	69%	70%	60%	60%	57%	60%	57%	63%
Work/Daily Role	53%	56%	41%	47%	47%	52%	56%	55%	61%	62%	43%	49%	55%	61%	52%	59%
Nutrition & Eating Habits	50%	62%	47%	56%	36%	56%	49%	65%	70%	74%	48%	68%	42%	62%	46%	56%
Everyday Environment	58%	63%	63%	61%	57%	57%	70%	69%	58%	61%	64%	63%	57%	63%	72%	70%
Financial security	46%	49%	41%	41%	40%	41%	51%	49%	64%	66%	41%	46%	41%	46%	48%	54%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Global-country average includes all countries that were surveyed

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

Q1: For each area of life listed below, please rate your current level of satisfaction on a scale from 1 to 5, where: 1 = Very Dissatisfied 2 = Dissatisfied 3 = Neutral 4 = Satisfied 5 = Very Satisfied

	% High Satisfaction (“Satisfied” or “Very Satisfied”)		 Romania		 Saudi Arabia		 South Korea		 Spain		 Türkiye		 UAE		 UK	
	Global Country Average															
Sample size (n):	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
	3,094	11,406	201	799	211	789	266	734	110	890	151	849	94	406	204	796
Physical Health	40%	59%	33%	57%	51%	67%	26%	35%	37%	65%	30%	56%	54%	68%	31%	57%
Emotional & Mental Well-Being	54%	58%	61%	63%	57%	65%	34%	40%	52%	64%	47%	51%	63%	68%	44%	57%
Confidence and Self-Esteem	59%	66%	66%	70%	62%	74%	38%	42%	48%	65%	64%	71%	61%	75%	47%	58%
Social Relationships	61%	64%	66%	67%	65%	71%	38%	36%	58%	69%	68%	67%	62%	69%	61%	66%
Romantic Life	52%	56%	53%	62%	61%	62%	32%	34%	49%	63%	46%	50%	59%	64%	57%	55%
Physical Activity/Fitness	40%	55%	27%	51%	43%	58%	31%	42%	35%	60%	32%	50%	53%	60%	37%	59%
Healthcare Access & Support	53%	54%	43%	46%	66%	70%	54%	55%	56%	56%	52%	50%	59%	67%	49%	53%
Personal Growth	57%	62%	62%	67%	64%	71%	35%	37%	49%	66%	60%	65%	54%	72%	53%	59%
Work/Daily Role	53%	56%	56%	62%	61%	64%	37%	38%	52%	60%	53%	53%	54%	63%	53%	57%
Nutrition & Eating Habits	50%	62%	39%	60%	53%	63%	40%	45%	45%	70%	39%	56%	55%	69%	46%	67%
Everyday Environment	58%	63%	50%	57%	62%	69%	42%	47%	56%	74%	54%	56%	57%	64%	60%	68%
Financial security	46%	49%	31%	45%	50%	59%	23%	29%	44%	53%	36%	36%	49%	56%	47%	58%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Global-country average includes all countries that were surveyed

Green highlight denotes where the ‘Living with OB segment’ is significantly lower than the ‘Not Living with OB segment’, at 95% confidence level.

Q2: For each area of life listed below, please rate the extent to which your weight has held you back or negatively impacted your satisfaction in this area: Not at all, A little, Moderately, A lot, Completely, Don't know/I prefer not to answer

TOTAL NET IMPACT: Values used in Press Release															
% Impacted (“A lot” or “Completely” or “Moderately” or “A little”)	Global Country Average	Austria	Brazil	Canada	India	Italy	Mexico	Poland	Romania	Saudia Arabia	South Korea	Spain	Türkiye	UAE	UK
Sample size (n):	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity
	3,094	205	219	260	703	95	211	164	201	211	266	110	151	94	204
Physical Health	89%	84%	93%	80%	93%	91%	93%	86%	89%	91%	89%	85%	83%	95%	88%
Emotional & Mental Well-Being	83%	77%	85%	69%	88%	83%	84%	78%	81%	92%	83%	76%	83%	90%	77%
Confidence and Self-Esteem	85%	81%	92%	73%	89%	88%	87%	77%	83%	91%	82%	77%	83%	95%	82%
Social Relationships	76%	72%	80%	51%	86%	74%	76%	70%	73%	85%	73%	69%	87%	93%	68%
Romantic Life	76%	74%	77%	57%	83%	74%	78%	69%	72%	87%	73%	65%	84%	96%	69%
Physical Activity/Fitness	86%	86%	88%	75%	92%	88%	87%	84%	86%	91%	83%	79%	80%	96%	86%
Healthcare Access & Support	75%	70%	77%	45%	88%	76%	79%	68%	73%	87%	74%	65%	80%	93%	65%
Personal Growth	78%	73%	78%	57%	87%	79%	80%	70%	73%	90%	76%	71%	84%	94%	66%
Work/Daily Role	76%	72%	79%	49%	86%	73%	80%	73%	71%	88%	77%	66%	85%	90%	62%
Nutrition & Eating Habits	86%	84%	89%	71%	90%	89%	92%	84%	90%	91%	84%	83%	87%	94%	81%
Everyday Environment	78%	72%	79%	51%	86%	79%	82%	70%	78%	88%	78%	73%	86%	95%	67%
Financial security	70%	65%	74%	40%	83%	65%	75%	63%	69%	84%	70%	61%	74%	93%	52%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.
 Living with OB = BMI 30+ [BMI 25+ in India and South Korea].
 Global-country average includes all countries that were surveyed

Q2: For each area of life listed below, please rate the extent to which your weight has held you back or negatively impacted your satisfaction in this area: Not at all, A little, Moderately, A lot, Completely, Don't know/I prefer not to answer

HIGH IMPACT only															
% Highly Impacted ("A lot" or "Completely")	Global Country Average	Austria	Brazil	Canada	India	Italy	Mexico	Poland	Romania	Saudia Arabia	South Korea	Spain	Türkiye	UAE	UK
Sample size (n):	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity
	3,094	205	219	260	703	95	211	164	201	211	266	110	151	94	204
Physical Health	37%	24%	40%	28%	51%	27%	36%	31%	31%	50%	30%	34%	21%	46%	36%
Emotional & Mental Well-Being	38%	19%	40%	23%	54%	33%	39%	35%	34%	49%	27%	31%	32%	48%	32%
Confidence and Self-Esteem	41%	24%	47%	30%	56%	31%	42%	35%	35%	54%	25%	32%	37%	44%	35%
Social Relationships	31%	15%	32%	15%	44%	23%	32%	29%	25%	48%	22%	24%	32%	41%	19%
Romantic Life	33%	20%	35%	20%	49%	26%	40%	29%	22%	44%	24%	23%	25%	45%	27%
Physical Activity/Fitness	35%	22%	36%	23%	49%	26%	33%	32%	32%	45%	27%	29%	25%	43%	32%
Healthcare Access & Support	27%	18%	27%	12%	43%	16%	27%	18%	16%	40%	18%	23%	21%	43%	18%
Personal Growth	31%	14%	29%	16%	49%	29%	34%	22%	21%	45%	19%	26%	26%	46%	20%
Work/Daily Role	27%	15%	24%	13%	41%	17%	25%	21%	22%	45%	21%	20%	28%	37%	12%
Nutrition & Eating Habits	38%	26%	41%	22%	55%	27%	38%	25%	30%	51%	27%	25%	26%	57%	33%
Everyday Environment	27%	16%	27%	11%	37%	22%	28%	23%	22%	40%	21%	26%	26%	41%	14%
Financial security	30%	19%	27%	13%	49%	20%	33%	27%	19%	39%	23%	17%	27%	46%	14%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea].

Global-country average includes all countries that were surveyed

Q3: Thinking about your everyday life, how often do you feel the following ways? shape, or size? Never, Sometimes, Often, Always, Don't know/Prefer not to say

EMBARGOED UNTIL 00:01 GMT, 4 MARCH 2026

% Frequently Experienced (“Often” or “Always”)	Global Country Average		 Austria		 Brazil		 Canada		 India		 Italy		 Mexico		 Poland	
	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
Sample size (n):	3,094	11,406	205	795	219	781	260	740	703	1297	95	905	211	789	164	836
Self-conscious or embarrassed	35%	24%	19%	18%	44%	34%	26%	17%	50%	45%	25%	20%	32%	23%	21%	17%
Anxious about how others see you	36%	25%	32%	27%	46%	35%	23%	18%	48%	42%	26%	17%	35%	27%	23%	17%
Anxious about your current health or wellbeing	42%	30%	33%	29%	71%	54%	28%	19%	49%	42%	41%	24%	40%	36%	36%	23%
Unhappy or depressed	33%	24%	21%	23%	38%	30%	23%	16%	44%	42%	26%	21%	35%	21%	25%	19%
Experienced negative or unfair comments, jokes or treatment	28%	19%	15%	13%	35%	26%	13%	9%	43%	39%	26%	14%	25%	18%	13%	10%
Lonely or left out by others	30%	21%	20%	18%	32%	28%	14%	13%	48%	43%	16%	17%	29%	23%	20%	15%
Perceived as lazy	34%	22%	18%	18%	36%	28%	20%	10%	49%	45%	36%	19%	39%	25%	18%	14%
Perceived as lacking self-control or willpower	32%	21%	20%	14%	36%	29%	19%	12%	43%	38%	23%	13%	36%	23%	16%	10%
Judged for the way you look versus the way you are	35%	24%	29%	20%	43%	30%	20%	13%	48%	44%	22%	17%	37%	25%	25%	18%
Struggling to take charge of your daily life	33%	24%	22%	18%	37%	33%	22%	14%	45%	39%	19%	15%	29%	20%	23%	15%
Worried about future health problems	48%	34%	31%	25%	65%	50%	35%	24%	54%	47%	46%	27%	52%	39%	33%	27%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Global-country average includes all countries that were surveyed

Green highlight denotes where the ‘Living with OB segment’ is significantly lower than the ‘Not Living with OB segment’, at 95% confidence level.

Q3: Thinking about your everyday life, how often do you feel the following specifically because of your weight, shape, or size? Never, Sometimes, Often, Always, Don't know/Prefer not to say

% Frequently Experienced (“Often” or “Always”)	Global Country Average		 Romania		 Saudi Arabia		 South Korea		 Spain		 Türkiye		 UAE		 UK	
	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
Sample size (n):	3,094	11,406	201	799	211	789	266	734	110	890	151	849	94	406	204	796
Self-conscious or embarrassed	35%	24%	23%	19%	40%	28%	29%	19%	31%	18%	26%	23%	47%	30%	43%	18%
Anxious about how others see you	36%	25%	17%	18%	42%	31%	30%	23%	35%	17%	29%	22%	44%	31%	40%	21%
Anxious about your current health or wellbeing	42%	30%	20%	18%	54%	39%	38%	28%	35%	21%	36%	26%	49%	35%	48%	18%
Unhappy or depressed	33%	24%	22%	17%	41%	30%	26%	22%	34%	18%	29%	25%	40%	31%	37%	15%
Experienced negative or unfair comments, jokes or treatment	28%	19%	15%	13%	42%	32%	22%	15%	19%	16%	27%	18%	43%	30%	25%	10%
Lonely or left out by others	30%	21%	13%	12%	40%	32%	27%	19%	26%	14%	19%	15%	43%	30%	28%	13%
Perceived as lazy	34%	22%	15%	14%	39%	31%	34%	26%	32%	15%	31%	18%	49%	32%	29%	9%
Perceived as lacking self-control or willpower	32%	21%	19%	13%	42%	32%	30%	26%	21%	14%	28%	20%	43%	28%	37%	14%
Judged for the way you look versus the way you are	35%	24%	17%	14%	45%	37%	33%	24%	28%	19%	36%	29%	47%	32%	33%	14%
Struggling to take charge of your daily life	33%	24%	22%	14%	40%	33%	28%	19%	27%	18%	45%	43%	50%	33%	28%	11%
Worried about future health problems	48%	34%	41%	31%	54%	36%	47%	38%	47%	36%	47%	35%	53%	36%	50%	21%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Global-country average includes all countries that were surveyed

Green highlight denotes where the ‘Living with OB segment’ is significantly lower than the ‘Not Living with OB segment’, at 95% confidence level.

Q4: In the past 12 months, which of the following activities or decisions have you avoided, delayed, or put off because of your weight?

																
	Global Country Average		Austria		Brazil		Canada		India		Italy		Mexico		Poland	
Sample size (n):	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
	3,094	11,406	205	795	219	781	260	740	703	1297	95	905	211	789	164	836
Going to the gym, participating in sports or exercising	28%	19%	21%	14%	31%	18%	24%	10%	31%	30%	17%	13%	40%	28%	23%	15%
Spending time with family or loved ones	16%	14%	11%	12%	16%	12%	9%	4%	27%	28%	14%	10%	21%	17%	13%	11%
Going out to social events or gatherings	25%	17%	12%	11%	26%	17%	15%	9%	35%	31%	15%	12%	27%	23%	16%	11%
Engaging in hobbies or leisure activities	21%	16%	16%	11%	28%	16%	15%	7%	26%	27%	16%	11%	23%	22%	17%	11%
Applying for or taking new jobs, careers, or education opportunities	14%	10%	5%	6%	12%	9%	4%	4%	24%	23%	8%	7%	11%	12%	13%	8%
Attending medical appointments or health screenings	17%	12%	13%	10%	14%	13%	7%	4%	25%	22%	12%	8%	19%	17%	14%	9%
Engaging in romantic or dating activities	18%	13%	16%	9%	23%	16%	18%	8%	20%	24%	7%	10%	23%	15%	16%	10%
Wearing specific types of clothing (e.g., swimwear, bright colours)	39%	24%	30%	21%	47%	25%	41%	21%	40%	33%	40%	21%	42%	33%	31%	20%
Trying new experiences or adventures	25%	16%	15%	11%	23%	17%	22%	8%	33%	31%	16%	10%	26%	22%	21%	11%
Being in photos or videos	34%	22%	29%	18%	42%	26%	32%	15%	39%	35%	25%	16%	37%	31%	27%	15%
Going to work, school, or university	2%	1%	0%	1%	0%	1%	2%	1%	2%	2%	0%	1%	5%	2%	1%	1%
Deciding against major life decisions	13%	9%	5%	5%	13%	11%	5%	3%	25%	23%	5%	6%	12%	11%	8%	5%
None of these	23%	41%	32%	50%	20%	35%	40%	64%	12%	18%	29%	50%	14%	24%	33%	51%
I don't know/I prefer not to answer	2%	2%	3%	2%	1%	1%	0%	1%	1%	1%	3%	1%	1%	1%	4%	3%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026. Global-country average includes all countries that were surveyed

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

Q4: In the past 12 months, which of the following activities or decisions have you avoided, delayed, or put off because of your weight?

	 Romania		 Saudi Arabia		 South Korea		 Spain		 Türkiye		 UAE		 UK			
Sample size (n):	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
	3,094	11,406	201	799	211	789	266	734	110	890	151	849	94	406	204	796
Going to the gym, participating in sports or exercising	28%	19%	39%	23%	30%	24%	18%	12%	24%	16%	36%	20%	23%	27%	24%	12%
Spending time with family or loved ones	16%	14%	9%	9%	21%	26%	8%	10%	10%	10%	15%	13%	23%	23%	8%	5%
Going out to social events or gatherings	25%	17%	22%	16%	36%	28%	18%	11%	15%	12%	23%	13%	29%	26%	29%	10%
Engaging in hobbies or leisure activities	21%	16%	25%	16%	28%	24%	14%	12%	16%	11%	19%	13%	20%	29%	21%	9%
Applying for or taking new jobs, careers, or education opportunities	14%	10%	10%	8%	20%	17%	12%	7%	14%	6%	13%	8%	26%	22%	11%	5%
Attending medical appointments or health screenings	17%	12%	16%	16%	19%	16%	17%	13%	17%	9%	19%	13%	15%	20%	11%	4%
Engaging in romantic or dating activities	18%	13%	15%	12%	19%	12%	16%	7%	15%	8%	23%	13%	21%	18%	16%	9%
Wearing specific types of clothing (e.g., swimwear, bright colours)	39%	24%	51%	28%	37%	24%	27%	18%	33%	19%	38%	24%	31%	28%	44%	23%
Trying new experiences or adventures	25%	16%	26%	19%	29%	19%	14%	9%	26%	11%	26%	14%	27%	29%	25%	10%
Being in photos or videos	34%	22%	33%	22%	32%	26%	24%	15%	30%	18%	34%	21%	37%	25%	38%	19%
Going to work, school, or university	2%	1%	1%	1%	2%	4%	0%	0%	1%	2%	3%	1%	3%	2%	1%	0%
Deciding against major life decisions	13%	9%	7%	9%	17%	13%	6%	5%	12%	6%	13%	10%	19%	13%	5%	3%
None of these	23%	41%	20%	36%	13%	23%	40%	52%	28%	53%	18%	41%	9%	17%	25%	58%
I don't know/I prefer not to answer	2%	2%	1%	2%	3%	2%	3%	3%	3%	1%	2%	2%	1%	1%	8%	1%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026. Global-country average includes all countries that were surveyed

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

Q4: In the past 12 months, which of the following activities or decisions have you avoided, delayed, or put off because of your weight?

% NET CATEGORIES i.e. these are compounded metrics of the full list of options for Q4	Global Country Average		 Austria		 Brazil		 Canada		 India		 Italy		 Mexico		 Poland	
	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
Sample size (n):	3,094	11,406	205	795	219	781	260	740	703	1297	95	905	211	789	164	836
Avoided Health & Physical Activity	37%	26%	30%	21%	39%	26%	27%	12%	45%	42%	24%	18%	48%	37%	32%	21%
Avoided Social, Leisure, Appearance & Romantic Activities	70%	53%	59%	42%	74%	59%	58%	33%	82%	78%	64%	45%	77%	68%	55%	42%
Avoided Major Life/Career Decisions	23%	17%	10%	10%	21%	18%	8%	6%	39%	38%	11%	12%	24%	21%	18%	12%
Did Not Avoid Any Activities	23%	41%	32%	50%	20%	35%	40%	64%	12%	18%	29%	50%	14%	24%	33%	51%
Don't Know/Prefer Not to Answer	2%	2%	3%	2%	1%	1%	0%	1%	1%	1%	3%	1%	1%	1%	4%	3%

Avoided Health & Physical Activity = Going to the gym, participating in sports or exercising or Attending medical appointments or health screenings

Avoided Social, Leisure, Appearance & Romantic Activities = Spending time with family or loved ones, or Going out to social events or gatherings, or Engaging in hobbies or leisure activities, or Engaging in romantic or dating activities
Wearing specific types of clothing (e.g., swimwear, bright colours), or Trying new experiences or adventures, or Being in photos or videos

Avoided Major Life/Career Decisions = Applying for or taking new jobs, careers, or education opportunities, or Going to work, school, or university, or Deciding against major life decisions

Did Not Avoid Any Activities = None of these

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Global-country average includes all countries that were surveyed

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

Q4: In the past 12 months, which of the following activities or decisions have you avoided, delayed, or put off because of your weight?

% NET CATEGORIES i.e. these are compounded metrics of the full list of options for Q4	Global Country Average		Romania		Saudi Arabia		South Korea		Spain		Türkiye		UAE		UK	
	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
Sample size (n):	3,094	11,406	201	799	211	789	266	734	110	890	151	849	94	406	204	796
Avoided Health & Physical Activity	37%	26%	45%	32%	39%	34%	29%	20%	34%	20%	42%	27%	34%	38%	31%	14%
Avoided Social, Leisure, Appearance & Romantic Activities	70%	53%	73%	56%	80%	68%	49%	39%	64%	41%	69%	51%	84%	76%	62%	38%
Avoided Major Life/Career Decisions	23%	17%	13%	16%	35%	29%	16%	11%	20%	11%	25%	16%	40%	30%	14%	7%
Did Not Avoid Any Activities	23%	41%	20%	36%	13%	23%	40%	52%	28%	53%	18%	41%	9%	17%	25%	58%
Don't Know/Prefer Not to Answer	2%	2%	1%	2%	3%	2%	3%	3%	3%	1%	2%	2%	1%	1%	8%	1%

Avoided Health & Physical Activity = Going to the gym, participating in sports or exercising or Attending medical appointments or health screenings

Avoided Social, Leisure, Appearance & Romantic Activities = Spending time with family or loved ones, or Going out to social events or gatherings, or Engaging in hobbies or leisure activities, or Engaging in romantic or dating activities
Wearing specific types of clothing (e.g., swimwear, bright colours), or Trying new experiences or adventures, or Being in photos or videos

Avoided Major Life/Career Decisions = Applying for or taking new jobs, careers, or education opportunities, or Going to work, school, or university, or Deciding against major life decisions

Did Not Avoid Any Activities = None of these

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Global-country average includes all countries that were surveyed

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

Q5: Which of the following conditions do you believe are preventable through personal choices? Select all that apply.

	 Austria		 Brazil		 Canada		 India		 Italy		 Mexico		 Poland			
Sample size (n):	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
	3,094	11,406	205	795	219	781	260	740	703	1297	95	905	211	789	164	836
HIV/AIDS/STIs	37%	42%	42%	41%	43%	47%	57%	55%	28%	28%	26%	39%	37%	48%	49%	54%
Obesity	66%	55%	51%	36%	65%	52%	64%	56%	61%	44%	66%	48%	77%	62%	71%	65%
Substance use disorders/ Addiction	44%	49%	55%	56%	44%	48%	54%	56%	36%	34%	39%	51%	40%	53%	62%	62%
Lung cancer	20%	22%	12%	16%	20%	23%	36%	32%	13%	15%	11%	14%	20%	29%	33%	35%
Skin cancer/melanoma	17%	20%	14%	14%	21%	20%	35%	33%	16%	16%	7%	13%	14%	21%	26%	33%
Mental health conditions (e.g., depression, anxiety)	34%	34%	13%	21%	23%	30%	30%	28%	50%	51%	14%	17%	38%	37%	32%	30%
None of these	13%	21%	14%	23%	16%	21%	15%	20%	16%	26%	17%	25%	11%	18%	8%	13%
I don't know/I prefer not to answer	5%	5%	8%	5%	2%	3%	5%	6%	3%	4%	7%	8%	4%	3%	10%	8%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Global-country average includes all countries that were surveyed

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

Q5: Which of the following conditions do you believe are preventable through personal choices? Select all that apply.

																
	Global Country Average		Romania		Saudi Arabia		South Korea		Spain		Türkiye		UAE		UK	
Sample size (n):	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
	3,094	11,406	201	799	211	789	266	734	110	890	151	849	94	406	204	796
HIV/AIDS/STIs	37%	42%	42%	48%	32%	29%	37%	34%	35%	42%	26%	33%	33%	34%	39%	56%
Obesity	66%	55%	79%	65%	71%	54%	71%	62%	64%	52%	68%	54%	52%	55%	63%	67%
Substance use disorders/ Addiction	44%	49%	59%	60%	33%	33%	39%	38%	45%	51%	44%	44%	30%	39%	45%	59%
Lung cancer	20%	22%	24%	28%	16%	15%	25%	19%	17%	23%	14%	16%	18%	19%	24%	33%
Skin cancer/melanoma	17%	20%	19%	21%	10%	12%	9%	11%	12%	24%	10%	13%	22%	18%	21%	36%
Mental health conditions (e.g., depression, anxiety)	34%	34%	39%	44%	35%	40%	38%	37%	21%	23%	38%	45%	36%	42%	17%	27%
None of these	13%	21%	6%	16%	10%	20%	11%	21%	15%	25%	16%	22%	11%	20%	12%	14%
I don't know/I prefer not to answer	5%	5%	6%	5%	6%	6%	6%	6%	6%	6%	6%	6%	4%	5%	10%	5%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Global-country average includes all countries that were surveyed

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

Q6: Please indicate your level of agreement with each of the following statements using the scale below
Strongly disagree, Disagree, Neither agree nor disagree, Agree, Strongly agree, Don't know/prefer not to answer

																
% Agree ("Agree" or "Strongly Agree")	Global Country Average		Austria	Brazil	Canada	India	Italy	Mexico	Poland							
Sample size (n):	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
	3,094	11,406	205	795	219	781	260	740	703	1297	95	905	211	789	164	836
Obesity is a medical condition requiring ongoing management	71%	71%	57%	57%	82%	81%	63%	64%	74%	73%	77%	83%	74%	77%	77%	78%
Genetics and biology are primary causes of obesity	51%	43%	45%	32%	54%	49%	37%	33%	68%	64%	34%	39%	44%	38%	38%	32%
Obesity is influenced by factors outside people's control, such as where they live, access to healthy food, income, education, and mental health	57%	56%	50%	40%	60%	65%	55%	53%	60%	60%	57%	59%	49%	54%	54%	48%
Obesity can be effectively treated with medication prescribed by a doctor	52%	50%	39%	37%	79%	70%	38%	41%	68%	68%	40%	50%	51%	56%	27%	33%
Diet and exercise alone can solve obesity for most people	63%	64%	50%	53%	66%	61%	42%	51%	75%	77%	52%	55%	62%	64%	55%	63%
Obesity may cause constant, intrusive, or irresistible thoughts about food (food noise), which can make it difficult to manage weight	63%	68%	48%	55%	73%	78%	55%	65%	66%	66%	60%	70%	66%	73%	54%	67%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Global-country average includes all countries that were surveyed

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

Q6: Please indicate your level of agreement with each of the following statements using the scale below
Strongly disagree, Disagree, Neither agree nor disagree, Agree, Strongly agree, Don't know/prefer not to answer

% Agree ("Agree" or "Strongly Agree")	Global Country Average		 Romania	 Saudi Arabia	 South Korea	 Spain	 Türkiye	 UAE	 UK							
	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
Sample size (n):	3,094	11,406	201	799	211	789	266	734	110	890	151	849	94	406	204	796
Obesity is a medical condition requiring ongoing management	71%	71%	55%	54%	79%	78%	77%	76%	69%	72%	76%	75%	65%	74%	62%	55%
Genetics and biology are primary causes of obesity	51%	43%	35%	32%	58%	62%	55%	51%	44%	39%	56%	48%	63%	60%	37%	27%
Obesity is influenced by factors outside people's control, such as where they live, access to healthy food, income, education, and mental health	57%	56%	47%	44%	64%	65%	59%	61%	75%	71%	56%	60%	66%	64%	53%	47%
Obesity can be effectively treated with medication prescribed by a doctor	52%	50%	36%	40%	58%	61%	52%	48%	50%	48%	43%	40%	62%	65%	44%	43%
Diet and exercise alone can solve obesity for most people	63%	64%	70%	77%	70%	72%	59%	62%	57%	60%	71%	66%	74%	76%	50%	60%
Obesity may cause constant, intrusive, or irresistible thoughts about food (food noise), which can make it difficult to manage weight	63%	68%	52%	63%	73%	71%	70%	72%	70%	71%	62%	62%	67%	72%	62%	63%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Global-country average includes all countries that were surveyed

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

Q7: Which of the following health risks, if any, do you think obesity has a direct cause or strong contribution to?

	 Global Country Average		 Austria		 Brazil		 Canada		 India		 Italy		 Mexico		 Poland	
Sample size (n):	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
	3,094	11,406	205	795	219	781	260	740	703	1297	95	905	211	789	164	836
Type 2 diabetes	53%	51%	53%	48%	62%	55%	72%	69%	37%	31%	46%	50%	50%	54%	63%	61%
Heart disease (heart attack, heart failure)	52%	52%	52%	48%	57%	56%	76%	70%	39%	34%	56%	57%	43%	42%	62%	63%
Stroke	33%	31%	48%	38%	41%	33%	52%	48%	23%	23%	32%	36%	24%	21%	35%	31%
Certain cancers	18%	19%	17%	16%	22%	16%	33%	28%	11%	11%	23%	22%	8%	12%	23%	27%
Sleep apnoea	36%	33%	32%	25%	43%	36%	62%	47%	19%	18%	52%	41%	28%	25%	38%	29%
Joint problems (e.g., osteoarthritis)	47%	44%	50%	47%	52%	47%	65%	59%	36%	26%	46%	47%	31%	29%	66%	54%
Fatty liver disease (non-alcoholic steatohepatitis)	46%	43%	53%	50%	50%	45%	50%	46%	37%	32%	25%	17%	42%	42%	57%	53%
Kidney disease	20%	22%	12%	18%	22%	22%	32%	31%	18%	15%	23%	25%	22%	22%	18%	19%
Polycystic ovary syndrome (PCOS)	13%	11%	5%	4%	11%	9%	19%	12%	15%	14%	9%	6%	14%	14%	10%	10%
Infertility	19%	18%	12%	14%	21%	20%	32%	24%	19%	16%	13%	12%	18%	16%	21%	17%
Pregnancy complications	23%	27%	13%	22%	29%	35%	35%	38%	23%	20%	21%	23%	23%	28%	20%	25%
High blood pressure (hypertension)	59%	53%	64%	52%	63%	61%	75%	68%	50%	40%	60%	53%	47%	50%	72%	59%
Mental health problems	37%	40%	35%	39%	39%	46%	51%	53%	38%	34%	16%	27%	35%	44%	40%	40%
Asthma	14%	16%	10%	13%	15%	16%	27%	22%	14%	15%	16%	21%	8%	10%	15%	13%
Dementia (including Alzheimer's disease)	9%	9%	13%	10%	9%	8%	16%	10%	7%	8%	4%	9%	6%	5%	7%	11%
Premature death	29%	32%	35%	34%	34%	32%	56%	49%	16%	14%	24%	33%	19%	25%	43%	45%
None of these	7%	9%	6%	8%	3%	10%	3%	6%	12%	15%	6%	9%	7%	8%	2%	5%
I don't know	5%	6%	10%	15%	1%	3%	6%	8%	3%	4%	6%	7%	5%	5%	6%	9%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Global-country average includes all countries that were surveyed

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

Q7: Which of the following health risks, if any, do you think obesity has a direct cause or strong contribution to?

	 Romania		 Saudi Arabia		 South Korea		 Spain		 Türkiye		 UAE		 UK			
Sample size (n):	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity	Living With Obesity	Not living with Obesity
	3,094	11,406	201	799	211	789	266	734	110	890	151	849	94	406	204	796
Type 2 diabetes	53%	51%	66%	55%	50%	41%	53%	46%	49%	50%	50%	43%	33%	36%	72%	76%
Heart disease (heart attack, heart failure)	52%	52%	64%	62%	40%	34%	51%	43%	52%	58%	54%	49%	38%	37%	68%	77%
Stroke	33%	31%	54%	43%	15%	13%	28%	26%	25%	27%	23%	17%	21%	19%	52%	59%
Certain cancers	18%	19%	20%	12%	11%	8%	14%	19%	13%	19%	22%	21%	9%	9%	36%	41%
Sleep apnoea	36%	33%	39%	36%	32%	29%	39%	35%	49%	41%	36%	31%	26%	21%	54%	52%
Joint problems (e.g., osteoarthritis)	47%	44%	52%	45%	41%	29%	50%	46%	44%	46%	46%	40%	28%	33%	64%	70%
Fatty liver disease (non-alcoholic steatohepatitis)	46%	43%	64%	56%	36%	25%	48%	47%	38%	43%	54%	50%	36%	37%	58%	67%
Kidney disease	20%	22%	22%	21%	9%	10%	19%	18%	16%	23%	25%	25%	13%	15%	26%	37%
Polycystic ovary syndrome (PCOS)	13%	11%	7%	7%	18%	17%	8%	9%	7%	7%	14%	14%	23%	20%	14%	19%
Infertility	19%	18%	23%	23%	13%	13%	12%	16%	11%	20%	8%	12%	19%	18%	35%	38%
Pregnancy complications	23%	27%	22%	28%	21%	20%	12%	16%	25%	32%	23%	21%	16%	22%	33%	51%
High blood pressure (hypertension)	59%	53%	70%	61%	42%	33%	72%	61%	59%	56%	49%	42%	40%	41%	66%	76%
Mental health problems	37%	40%	25%	35%	34%	35%	36%	37%	27%	36%	33%	38%	32%	35%	47%	60%
Asthma	14%	16%	12%	11%	13%	12%	5%	5%	13%	21%	24%	17%	9%	11%	24%	29%
Dementia (including Alzheimer's disease)	9%	9%	7%	6%	5%	6%	9%	11%	5%	6%	12%	10%	9%	11%	12%	19%
Premature death	29%	32%	35%	34%	13%	17%	28%	23%	22%	32%	38%	34%	15%	17%	48%	61%
None of these	7%	9%	4%	5%	6%	13%	8%	11%	6%	8%	7%	11%	9%	11%	1%	3%
I don't know	5%	6%	10%	7%	3%	5%	3%	4%	5%	7%	5%	7%	3%	4%	10%	3%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Not Living with OB = BMI <30 [BMI <25 in India and South Korea]

Global-country average includes all countries that were surveyed

Green highlight denotes where the 'Living with OB segment' is significantly lower than the 'Not Living with OB segment', at 95% confidence level.

Q8: To what extent are you concerned about your own risk of developing obesity-related health problems?

Not at all concerned, Not very concerned, Somewhat concerned, Concerned, Very concerned, I don't know/prefer not to answer

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudia Arabia	 South Korea	 Spain	 Türkiye	 UAE	 UK
Sample size (n):	Living With Obesity 3,094	Living With Obesity 205	Living With Obesity 219	Living With Obesity 260	Living With Obesity 703	Living With Obesity 95	Living With Obesity 211	Living With Obesity 164	Living With Obesity 201	Living With Obesity 211	Living With Obesity 266	Living With Obesity 110	Living With Obesity 151	Living With Obesity 94	Living With Obesity 204
Highly Concerned ("Concerned" or "Very Concerned")	51%	34%	71%	34%	63%	51%	69%	46%	44%	46%	41%	48%	42%	49%	48%
Moderately Concerned ("Somewhat Concerned")	24%	21%	17%	26%	20%	26%	17%	22%	29%	25%	36%	24%	29%	26%	25%
Low/Not Concerned ("Not very Concerned" or "Not at all Concerned")	21%	34%	11%	33%	15%	22%	11%	23%	22%	24%	19%	25%	24%	19%	23%
I don't know/prefer not to answer	4%	11%	1%	7%	2%	1%	3%	9%	5%	5%	4%	4%	5%	6%	4%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.
 Living with OB = BMI 30+ [BMI 25+ in India and South Korea].
 Global-country average includes all countries that were surveyed

Q9: Have you ever been advised to, or personally considered, losing or managing your weight to manage or prevent serious health complications? Yes, recently (in the past 3 months). Yes, in the past year. Yes, more than 12 months ago. Yes, more than 3 years ago. No, never, I don't know/prefer not to answer

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudia Arabia	 South Korea	 Spain	 Türkiye	 UAE	 UK
Sample size (n):	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity
	3,094	205	219	260	703	95	211	164	201	211	266	110	151	94	204
Has considered/been advised to manage weight	81%	81%	94%	66%	83%	84%	93%	71%	86%	92%	66%	90%	80%	94%	70%
Considered/advised in past 12 months	56%	53%	76%	37%	62%	51%	67%	46%	59%	63%	45%	59%	51%	69%	44%
Considered/Advised >12 months ago	25%	29%	18%	29%	21%	34%	26%	25%	27%	29%	21%	31%	29%	24%	25%
Never considered/advised	16%	17%	5%	30%	16%	15%	7%	22%	11%	6%	29%	6%	17%	6%	23%
I don't know/prefer not to answer	3%	2%	1%	4%	1%	1%	0%	7%	3%	2%	5%	4%	3%	0%	8%

Has considered/been advised to manage weight = Yes, recently (in the past 3 months), or Yes, in the past year, or Yes, more than 12 months ago, or Yes, more than 3 years ago

Considered/advised in past 12 months (High readiness) = Yes, recently (in the past 3 months), or Yes, in the past year

Considered/Advised >12 months ago (Low readiness) = Yes, more than 12 months ago, or Yes, more than 3 years ago

Never considered/advised = No, never

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea].

Global-country average includes all countries that were surveyed

Q10: Which of the following actions, if any, have you taken to manage your weight?

Recently, in the past 3 months, Done this in the past 12 months, Done this more than 12 months ago, Never done this, I don't know/prefer not to answer

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudia Arabia	 South Korea	 Spain	 Türkiye	 UAE	 UK
Sample size (n):	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity
	3,094	205	219	260	703	95	211	164	201	211	266	110	151	94	204
Seen or spoken with a qualified doctor about my weight															
NET: In past 12 months	35%	26%	55%	21%	50%	30%	47%	14%	21%	36%	20%	35%	35%	35%	24%
Recently, in the past 3 months	18%	12%	35%	8%	25%	11%	27%	6%	11%	23%	8%	15%	17%	21%	11%
Done this in the past 12 months [4–12 mo.]	17%	14%	20%	13%	25%	19%	20%	8%	10%	13%	12%	20%	18%	14%	13%
Sought or received psychological support															
NET: In past 12 months	24%	12%	33%	11%	39%	11%	33%	8%	5%	35%	9%	26%	17%	31%	15%
Recently, in the past 3 months	12%	5%	20%	6%	18%	7%	16%	3%	3%	19%	6%	12%	8%	16%	7%
Done this in the past 12 months [4–12 mo.]	12%	7%	13%	5%	21%	4%	17%	5%	2%	16%	3%	14%	9%	15%	8%
Followed a diet not widely recommended by health professionals (e.g., juice cleanse, detox diet, or very low-calorie/carb/fat diets)															
NET: In past 12 months	33%	23%	35%	12%	53%	20%	40%	26%	17%	49%	16%	29%	22%	44%	21%
Recently, in the past 3 months	17%	9%	17%	7%	29%	6%	23%	10%	10%	26%	8%	10%	11%	28%	10%
Done this in the past 12 months [4–12 mo.]	16%	14%	18%	5%	24%	14%	17%	16%	7%	23%	8%	19%	11%	16%	11%
Doing regular exercise/physical activity															
NET: In past 12 months	56%	36%	68%	46%	67%	43%	63%	45%	48%	60%	54%	52%	50%	62%	50%
Recently, in the past 3 months	36%	21%	44%	33%	45%	26%	43%	20%	29%	37%	38%	27%	22%	41%	35%
Done this in the past 12 months [4–12 mo.]	20%	15%	24%	13%	22%	17%	20%	25%	19%	23%	16%	25%	28%	21%	15%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea].

Global-country average includes all countries that were surveyed

Q10: Which of the following actions, if any, have you taken to manage your weight?

Recently, in the past 3 months, Done this in the past 12 months, Done this more than 12 months ago, Never done this, I don't know/prefer not to answer

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudi Arabia	 South Korea	 Spain	 Türkiye	 UAE	 UK
Sample size (n):	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity	Living With Obesity
	3,094	205	219	260	703	95	211	164	201	211	266	110	151	94	204
Taken weight loss products that do not require a prescription (e.g., over-the-counter products, vitamins, supplements)															
NET: In past 12 months	28%	11%	37%	9%	43%	15%	36%	14%	20%	40%	25%	21%	29%	36%	16%
Recently, in the past 3 months	15%	4%	21%	6%	22%	6%	20%	5%	10%	22%	15%	9%	14%	23%	7%
Done this in the past 12 months [4–12 mo.]	13%	7%	16%	3%	21%	9%	16%	9%	10%	18%	10%	12%	15%	13%	9%
Taken weight loss prescription medication															
NET: In past 12 months	23%	9%	33%	12%	39%	8%	28%	7%	11%	29%	12%	24%	13%	33%	22%
Recently, in the past 3 months	13%	4%	23%	8%	21%	4%	19%	2%	6%	16%	6%	12%	5%	16%	14%
Done this in the past 12 months [4–12 mo.]	10%	5%	10%	4%	18%	4%	9%	5%	5%	13%	6%	12%	8%	17%	8%
Searched for information on weight management (online, through family/friends, etc.)															
NET: In past 12 months	50%	42%	62%	32%	60%	38%	56%	37%	48%	57%	47%	43%	52%	55%	43%
Recently, in the past 3 months	30%	19%	33%	20%	38%	18%	34%	21%	32%	36%	31%	21%	29%	39%	26%
Done this in the past 12 months [4–12 mo.]	20%	23%	29%	12%	22%	20%	22%	16%	16%	21%	16%	22%	23%	16%	17%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.
Living with OB = BMI 30+ [BMI 25+ in India and South Korea].
Global-country average includes all countries that were surveyed

Q11: What did the doctor recommend, if anything, when discussing your weight?
Select all that apply, considering all the recommendations received if you have spoken with more than one doctor about your weight.

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudi Arabia	 South Korea	 Spain	 Türkiye	 UAE	 UK
Sample size (n): Respondents Living with Obesity who have ever seen/spoken to a doctor about their weight	Living With Obesity 1,749	Living With Obesity 111	Living With Obesity 175	Living With Obesity 117	Living With Obesity 487	Living With Obesity 61	Living With Obesity 143	Living With Obesity 55	Living With Obesity 82	Living With Obesity 133	Living With Obesity 77	Living With Obesity 70	Living With Obesity 93	Living With Obesity 56	Living With Obesity 89
To eat smaller portions	43%	29%	42%	33%	43%	34%	44%	51%	61%	41%	51%	43%	51%	46%	38%
To eat healthier	60%	59%	63%	60%	59%	57%	73%	67%	72%	55%	43%	61%	65%	45%	61%
To do more exercise or physical activity	60%	54%	69%	63%	57%	56%	69%	60%	70%	49%	79%	60%	61%	46%	49%
To take vitamins, supplements or other products that do not require a prescription	26%	14%	25%	15%	42%	15%	20%	20%	16%	30%	21%	19%	20%	32%	16%
To take a prescription medication to reduce my weight	25%	16%	30%	28%	33%	20%	17%	16%	18%	28%	22%	21%	18%	30%	17%
To take a prescription medication to manage my pre-existing condition(s)	22%	12%	23%	10%	34%	21%	11%	27%	24%	23%	18%	16%	14%	30%	11%
To undertake bariatric surgery	10%	9%	6%	13%	13%	0%	6%	7%	9%	14%	3%	16%	8%	9%	9%
To talk with a different healthcare professional	18%	11%	26%	15%	23%	16%	14%	31%	12%	17%	9%	13%	2%	25%	12%
To join a weight management programme or use a digital health tool	26%	9%	14%	13%	41%	18%	28%	5%	13%	23%	30%	19%	24%	34%	39%
Other	2%	4%	3%	1%	4%	3%	0%	0%	0%	5%	0%	1%	0%	2%	1%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Question asked if the following options selected; Recently, in the past 3 months, or Done this in the past 12 months, or Done this more than 12 months ago, or Done this more than 3 years ago to 'Seen or spoken with a qualified doctor about my weight' in Q10

Global-country average includes all countries that were surveyed

Q11: What did the doctor recommend, if anything, when discussing your weight?
Select all that apply, considering all the recommendations received if you have spoken with more than one doctor about your weight.

% NET CATEGORIES i.e., these are compounded metrics of the full list of options for Q11	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudia Arabia	 South Korea	 Spain	 Türkiye	 UAE	 UK
Sample size (n): Respondents Living with Obesity who have ever seen/spoken to a doctor about their weight	Living With Obesity 1,749	Living With Obesity 111	Living With Obesity 175	Living With Obesity 117	Living With Obesity 487	Living With Obesity 61	Living With Obesity 143	Living With Obesity 55	Living With Obesity 82	Living With Obesity 133	Living With Obesity 77	Living With Obesity 70	Living With Obesity 93	Living With Obesity 56	Living With Obesity 89
Lifestyle-Focused Recommendations	82%	75%	86%	77%	82%	84%	90%	84%	88%	78%	88%	86%	82%	77%	70%
Medical/Clinical Interventions	42%	29%	46%	37%	54%	31%	29%	36%	39%	50%	32%	37%	29%	54%	27%
Structured Support/Programs	38%	18%	37%	25%	51%	30%	39%	35%	24%	35%	35%	31%	26%	55%	43%
Supplemental Approaches	26%	14%	25%	15%	42%	15%	20%	20%	16%	30%	21%	19%	20%	32%	16%
Other Recommendations	2%	4%	3%	1%	4%	3%	0%	0%	0%	5%	0%	1%	0%	2%	1%
No Recommendation	2%	5%	1%	6%	2%	2%	1%	7%	4%	2%	1%	1%	1%	0%	3%
Don't Know/Don't Remember	2%	5%	2%	5%	1%	2%	0%	2%	0%	2%	3%	0%	3%	0%	4%

Lifestyle-Focused Recommendations = To eat smaller portions, or To do more exercise or physical activity, or To eat healthier

Medical/Clinical Interventions = To take a prescription medication to reduce my weight or To take a prescription medication to manage my pre-existing condition(s) or To undertake bariatric surgery

Structured Support/Programs = To talk with a different healthcare professional or To join a weight management programme or use a digital health tool

Supplemental Approaches = To take vitamins, supplements or other products that do not require a prescription

Other Recommendations = Other

No Recommendation = The doctor did not recommend anything in particular

Don't know/Don't Remember = I don't know/don't remember

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Question asked if the following options selected; Recently, in the past 3 months, or Done this in the past 12 months, or Done this more than 12 months ago, or Done this more than 3 years ago to 'Seen or spoken with a qualified doctor about my weight' in Q10

Global-country average includes all countries that were surveyed

Q12: Below is a list of reasons that may prevent people from seeing or speaking with a doctor regularly about their weight. Please select all that apply to you

	Global Country Average	 Austria	 Brazil	 Canada	 India	 Italy	 Mexico	 Poland	 Romania	 Saudi Arabia	 South Korea	 Spain	 Türkiye	 UAE	 UK
Sample size (n): Respondents Living with Obesity who have not seen/spoken to a doctor to discuss their weight in the last 3 months	Living With Obesity 2,238	Living With Obesity 153	Living With Obesity 134	Living With Obesity 207	Living With Obesity 474	Living With Obesity 77	Living With Obesity 138	Living With Obesity 128	Living With Obesity 160	Living With Obesity 146	Living With Obesity 209	Living With Obesity 89	Living With Obesity 107	Living With Obesity 61	Living With Obesity 155
I don't think about contacting a doctor about my weight	20%	14%	11%	19%	22%	12%	6%	28%	23%	18%	30%	8%	21%	20%	23%
I don't know what to expect from a doctor about weight	16%	17%	14%	17%	18%	10%	17%	17%	14%	18%	14%	11%	22%	15%	19%
I have brought it up before and was dismissed or ignored	12%	10%	8%	5%	20%	13%	10%	10%	5%	16%	9%	17%	5%	18%	15%
I prefer managing my weight on my own	31%	32%	16%	30%	38%	25%	27%	34%	41%	30%	26%	17%	45%	33%	26%
There are more pressing concerns to discuss with a doctor	18%	23%	14%	20%	22%	17%	9%	15%	16%	20%	5%	11%	12%	18%	32%
I don't think a doctor can help me with my weight	15%	24%	10%	14%	17%	14%	11%	11%	14%	13%	14%	9%	21%	20%	21%
I fear being judged or made to feel bad	17%	12%	14%	18%	21%	12%	28%	12%	16%	20%	10%	15%	14%	13%	23%
I don't feel confident talking about my weight	16%	12%	10%	14%	18%	10%	16%	19%	13%	21%	12%	18%	16%	20%	19%
I worry I won't be able to maintain recommended changes or keep weight off	24%	21%	30%	14%	23%	32%	34%	20%	31%	34%	14%	25%	31%	36%	14%
It's hard to get an appointment	12%	7%	18%	14%	11%	4%	12%	7%	9%	11%	5%	12%	7%	15%	33%
I'm worried about the cost of treatment or advice	25%	15%	25%	15%	28%	18%	39%	16%	34%	26%	34%	15%	31%	30%	14%
Other	2%	1%	4%	5%	1%	3%	1%	2%	0%	1%	3%	4%	1%	2%	1%
None of the above	11%	13%	13%	19%	9%	10%	10%	14%	8%	8%	14%	20%	6%	3%	7%
I don't need to lose or manage my weight	2%	3%	1%	4%	2%	3%	0%	5%	1%	2%	4%	1%	2%	0%	1%

Base: 14,500 online adults across 14 countries who are Living with Obesity, interviewed December 2025–January 2026.

Living with OB = BMI 30+ [BMI 25+ in India and South Korea]. Question asked if the following options selected; Done this in the past 12 months, or Done this more than 12 months ago, or Done this more than 3 years ago or Never done this to 'Seen or spoken with a qualified doctor about my weight' in Q10 to 'Seen or spoken with a qualified doctor about my weight' in Q10

Global-country average includes all countries that were surveyed

Section 3

Methodology

Methodology

These are the results of a 14-country syndicated survey conducted by Ipsos on its proprietary IIS platforms between Wednesday, December 17, 2025, and Friday, January 9, 2026.

For this survey, Ipsos interviewed a total of 14,500 adults aged 18 years and older.

The sample comprises 1,000 individuals each in Austria, Brazil, Canada, Italy, Mexico, Poland, Romania, Saudi Arabia, South Korea, Spain, Türkiye, and the UK; 2,000 in India; and 500 in the UAE.

Samples in Austria, Canada, Italy, Poland, South Korea, Spain and the UK can be considered representative of their general adult populations. Samples in Brazil, Mexico, Romania, Saudi Arabia, Türkiye and the UAE are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

The sample mirrors the gender, age, and regional distribution of the population in each country, reflecting the adult demographic profile based on the most recent census data.

“The 14-Country Average” reflects the average result for all the countries in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

The sample enables analysis by weight status, with obesity proportions in each market considered to ensure sufficient base sizes for comparison between people living with obesity and people not living with obesity. Ipsos used height and weight provided by each respondent to analyse the data by those living with obesity and those not living with obesity. The following definitions were used: Living with obesity = BMI 30+ [25+ India, South Korea]; Not living with obesity = BMI <30 [<25 India, South Korea]. Data were not weighted. Please note that obesity prevalence rates within this sample are derived from self-reported data and are intended for comparative analysis of perceptions, not as a substitute for official national epidemiological statistics.

When percentages do not sum up to 100 or the ‘difference’ appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of “don't know” or not stated responses.

The Social Media posts included in this report are sourced from [Ipsos Synthesio](#) platform – an AI-Enabled Consumer Intelligence Platform for analysing billions of digital data points. For this report, the platform was used to search Reddit, Instagram, YouTube and TikTok for discussion around weight and weight management. Publication of these findings abides by local rules and regulations.

All data are ©Ipsos 2026

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