

# One in five Chinese children are overweight

Currently, China's childhood overweight prevalence rate is almost the same as that of the USA in 1990.

... But the CAGR of childhood overweight prevalence is **2.5X higher!**

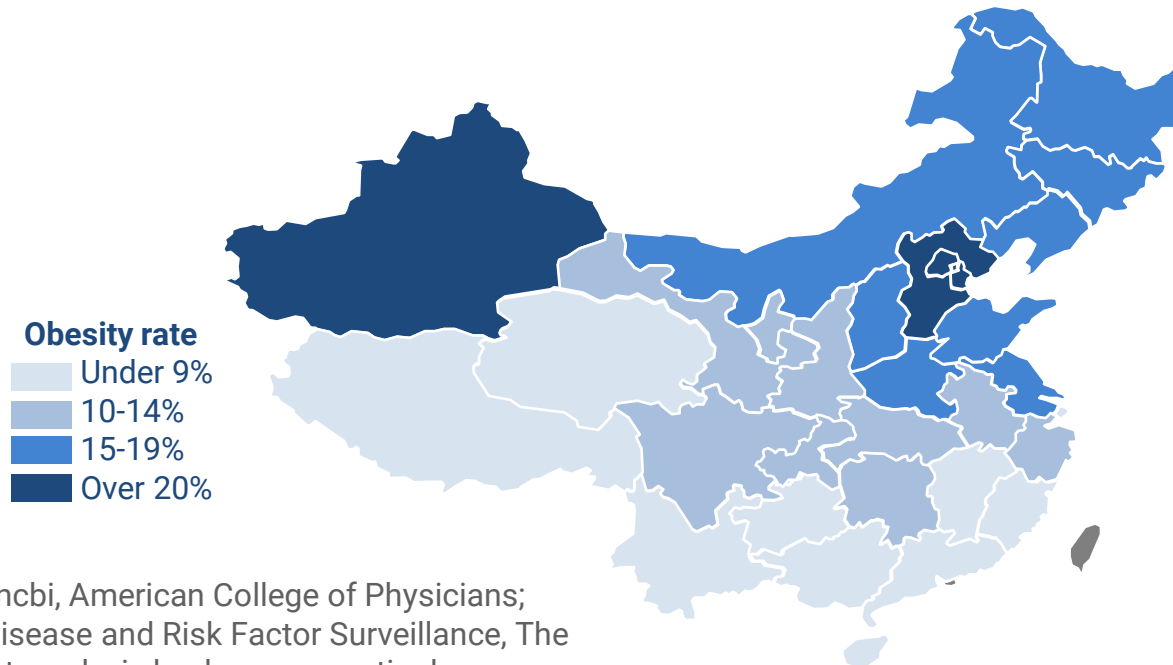


Image from one of China's children's weight-loss boot camps  
Source: iFeng Media



# What makes China's obesity epidemic different?

1. In China, obesity is correlated with **higher income**, whereas in western developed countries, obesity is correlated with lower income
2. Chinese children born in **suburban or rural regions** tend to be **less active** than those in urban regions
3. Those **in the north** are far more likely to be obese. The obesity rate for Beijing, Tianjin and Hebei are 21-26%, while the obesity rates of the southern costal provinces, like Hainan and Guangdong are between 6-9%



Sources: ncbi, American College of Physicians; Chronic Disease and Risk Factor Surveillance, The Economist, analysis by daxue consulting

# What drives childhood obesity in China?

1. **Less active lifestyles.** Students are spending more time indoors and using less active transportation methods.

*20% of Shanghai's school aged children are in organized sports, compared to 72% in the US.*

2. **The “grandparent effect”,** grandparents affectionate overfeeding.



*"My parents feed lots of meat to my daughter who is already overweight. They say the '3 highs' (high blood sugar, high blood pressure and high cholesterol) do not affect children, as they are the burden of adults...children can eat freely".*

3. **Increased consumption of processed food.**

China's snack market size grew by 422% from 2006 to 2016.



# What is the economic impact of childhood obesity?

**10 years from now** the 20% of Chinese children who are overweight will be entering adulthood

- 1. Supply does not meet demand when it comes to medical necessities.**  
To keep up with the obesity rate, China has a high demand for healthcare. This is especially urgent for diabetes and cardiovascular disease treatment in rural areas.

An estimated 11% of China's population has diabetes, while 2 in 5 deaths are due to cardiovascular diseases.

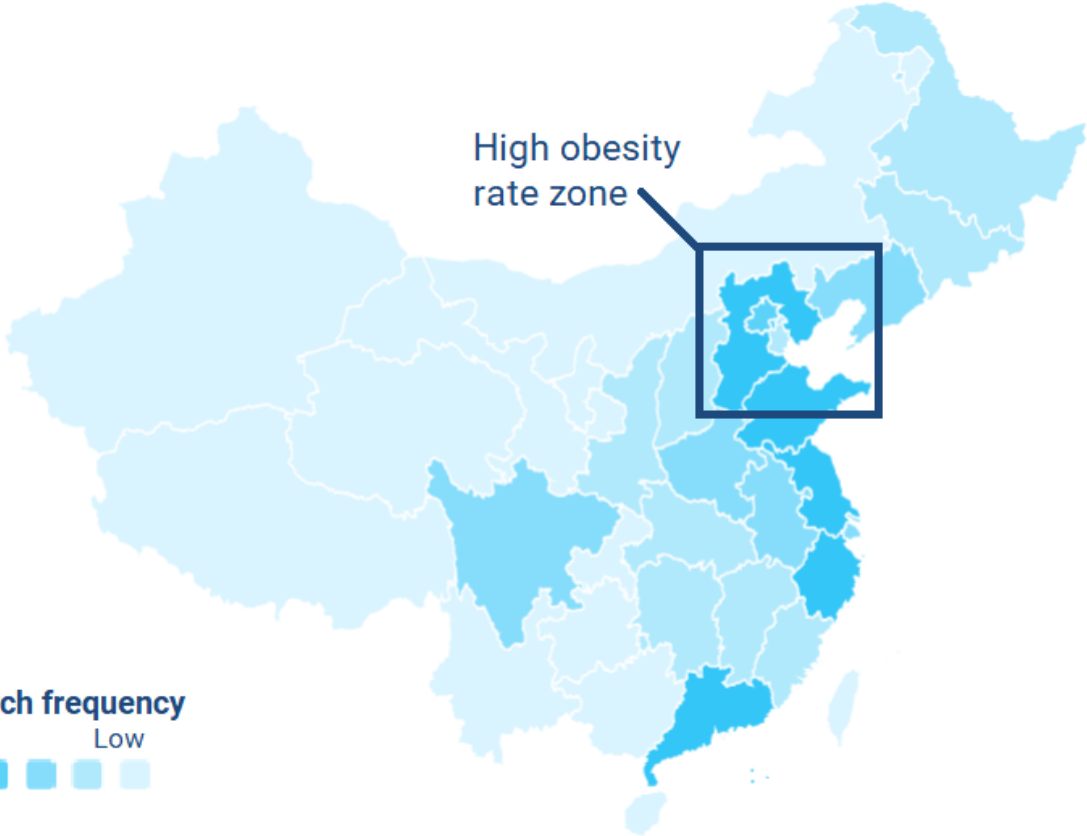
- 2. Increased knowledge about nutrition and rising obesity are happening concurrently.**

Though it is not a causation relationship, we can expect more diverse diet-oriented consumption in the future.

Everyone is dedicated to keeping their children healthy, but they have different ideas of what 'healthy' means. Hence, it is worth keeping an eye on Chinese perceptions towards health and nutrition

# Which provinces frequently search 'Weight-loss for children' on Baidu?

(2019-2020)



Source: Baidu index

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