

# Healthy Living Today: Weight Management

Consumers have a widespread desire to change body weight

Weight management remains a central health and wellness need for American adults, with active treatment or prevention of being overweight in more than half (56%) of households across a broad range of demographic groups. The vast majority want to improve their weight, and more than a quarter see this as an urgent matter. Changing weight is also a powerful driver of evolving views on health and wellness.



Weight management is an area where food and beverage selections, in tandem with physical activity, have a substantial role to play, compared to health conditions more effectively addressed through medications.

Source: *Health & Wellness: Reimagining Well-being Amid COVID-19* report

