

# Health & Wellness at The Consumer Goods Forum

## How members of The Consumer Goods Forum are empowering consumers to make healthy choices



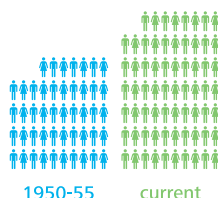
Members can empower **7 billion** consumers to make healthier product and lifestyle choices

Employee wellness programmes could reach nearly **100 million** people along the value chain

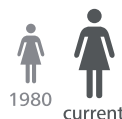
In 2014, member companies reformulated more than **22,500** products to support healthier diets

### The headlines

**People are living longer**  
Global life expectancy has increased sharply from **47 years** in 1950-55 to **68 years** in recent years



Worldwide **obesity has nearly doubled** since 1980. Half the world is expected to be obese by 2050

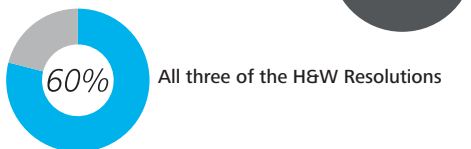
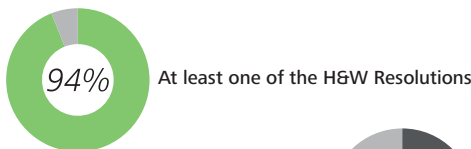


More than **36 million** people die annually from various Non-communicable Diseases (NCDs) (63% of global deaths)



### Progress against resolutions

Respondents that have established policies and activated programs on:



### The key findings



Health & Wellness initiatives continue to be a key focus area

Collaborating with multiple stakeholders is key to activating initiatives

Product reformulation continues to be an important approach to supporting healthy diets and lifestyles

Refining data collection will be an ongoing process

Communication efforts are expanding

### The Health & Wellness commitments



### Next steps

Drive implementation through...

- Greater collaboration
- Promotion of "living better"
- Proactive, positive action