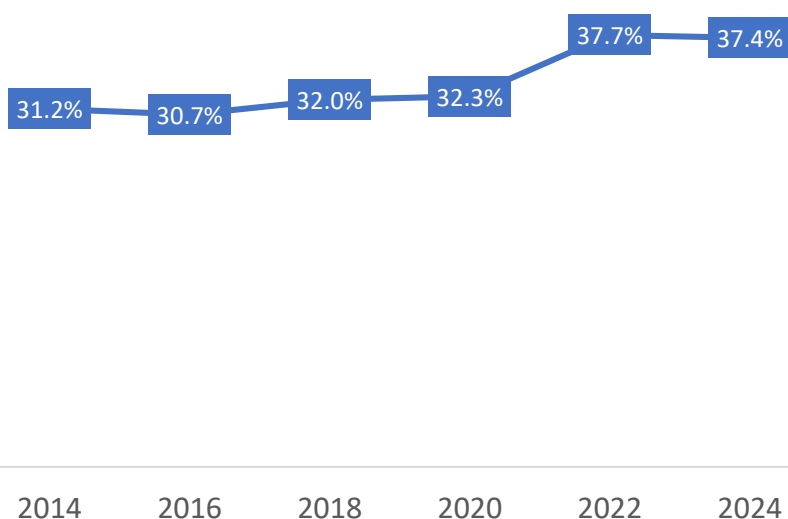


The State of Obesity 2025: Better Policies for a Healthier America

Special Feature: Emerging Science and Policy Considerations for Ultra-Processed Foods

Wisconsin Obesity Rates Over Time, 2014-2024



Source: TFAH analysis of BRFSS data

Fast Facts about Obesity in the United States

- 40.3%** National Adult Obesity Rate, 2021-2023
- +32%** Change in Adult Obesity Rate from 1999-2000 to 2021-2023
- 21.1%** National Youth Obesity Rate, 2021-2023
- +52%** Change in Youth Obesity Rate from 1999-2000 to 2021-2023

Source: TFAH analysis of NHANES data

- 19** Number of States with Adult Obesity Rates Above 35 Percent, 2024
- 3** Number of States with Adult Obesity Rates Above 35 Percent, 2014

Source: TFAH analysis of BRFSS data

Key Report Takeaways

- ✓ Obesity and other chronic diseases are a complex and long-standing public health issue in the United States, influenced by nutrition and dietary trends, as well as social, economic, and environmental conditions.
- ✓ Number of states with adult obesity rates above 35% decreased for the first time – from 23 states in 2023 to 19 states in 2024.
- ✓ Proposed FY2026 budget would eliminate CDC's National Center for Chronic Disease and Health Promotion, threatening cornerstone obesity and chronic disease prevention programs. In 2025, staff and programs have already been cut.
- ✓ Cuts to nutrition support programs like Supplemental Nutrition Assistance Program (SNAP) risk worsening obesity rates.

Special Feature: Emerging Science and Policy Considerations for Ultra-Processed Foods

- ✓ The National Center on Health Statistics found that ultra-processed foods made up 55% of calories consumed by Americans ages 1 and older in 2021-2023.
- ✓ In recent years, growing scientific evidence on the link between ultra-processed food and obesity, along with rising attention from advocates, policymakers, and the public, has driven increased interest and action on this issue.

For the full report, go to:

<https://www.tfah.org/report-details/state-of-obesity-report-2025/>

Policy Recommendations



Congress and the Administration should retain and strengthen the National Center for Chronic Disease Prevention and Health Promotion at CDC, which supports proven disease prevention activities in states and communities.



Congress should reverse cuts or proposed cuts to nutrition support programs while improving the nutritional quality of available foods, including the Supplemental Nutrition Assistance Program (SNAP) and the Special Supplemental Nutrition Program for Women, Infants and Children (WIC).



The Food and Drug Administration should implement a front-of-package nutrition label requirement to help consumers make informed choices.



Congress should ensure access to healthcare, including obesity prevention and treatment programs, by reversing cuts to Medicaid and marketplace subsidies.



Health and Human Services agencies should address longstanding structural and historic inequities and target obesity prevention programs to communities with the highest needs.



Congress and Department of Transportation should make physical activity more accessible by increasing evidence-based initiatives that support active transportation and physical activity in communities.



Congress should address unhealthy food marketing to children by closing tax loopholes and eliminating business-cost deductions related to such advertising.



Medicare should expand coverage of weight management and obesity-related services, such as obesity and nutritional counseling, obesity medications, and bariatric surgery.



Congress and states should address economic factors that contribute to obesity, including expanding the child tax credit, earned income tax credit, and access to safe, healthy, and affordable housing.