



## Fat China

How Expanding Waistlines are Changing a Nation

Paul French and Matthew Crabbe

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### Description

**An in-depth analysis of the growing problem of obesity in China and its relationship to the nation's changing diet, lifestyle trends and healthcare system.**

'When Deng Xiaoping said "To get rich is glorious", he probably didn't realize that getting wealthy would make many Chinese fat... In an informative and entertaining style, French and Crabbe reveal the dark side of China's growing middle-class: a fast increase in obesity-related illnesses such as diabetes. A great read on an important topic.' —*Andy Rothman, China economist, CLSA Asia-Pacific Markets, Shanghai*

'In this remarkably well researched and thought-provoking book, French and Crabbe expose a darker side of globalisation in China... Western multinationalists have submerged the Chinese consumer in a sea of chocolate and ice cream. The consequences for public health are incalculable.' —*Tim Clissold, China investment specialist and author of 'Mr China'*

'Fat China' provides an in-depth analysis of the growing problem of obesity and body image in China as urban lifestyles change and a sizeable middle class emerges. Rising obesity rates are examined in relationship to changing diets, modern lifestyles, investment from foreign fast food and supermarket retailers and urban planning. Crucial to this analysis is the likely effects on China's future development and already overburdened healthcare system.

For more information please see the book website: [www.fatchina.anthempressblog.com](http://www.fatchina.anthempressblog.com)

**Readership:** academics, students and general readers on China, both in terms of social development, business and policy.

### Contents

Introduction; Chapter 1 - China Gets on the Scales; Chapter 2 - China's Fat Class; Chapter 3 - Fat City – Obesity and Urbanisation; Chapter 4 - Mega-Wok – China's Diet From Cabbage to Cuisine; Chapter 5 - Shelves of Fat - Food Retailing in China; Chapter 6 - Fast Fat: The Impact of Fast-Food in China; Chapter 7 - Selling Fat - Promoting Fat in China; Chapter 8 - Little Fat Emperors - Obesity Among China's Children; Chapter 9: The Fat and the Thin - China's Body Image; Chapter 10: China's Fat Clinic – The Impact of Obesity on China's Healthcare System; Conclusion: The Future of Fat China - Victims of Their Own Success?; Notes; Acknowledgments; Index

### About the Authors

**Paul French** is a founder and the Chief China Representative of Access Asia based in Shanghai. Access Asia specializes in providing information on China's economy and consumer/retail markets. He is the author of a number of books on China's history, development and current society.

As co-founder of Access Asia, **Matthew Crabbe** has been analysing the consumer economy of China for almost two decades. He has specialist knowledge about the development of China's consumer lifestyles, and the repercussions that such fast change has for Chinese people and society.

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