Obesity data can paint a concerning picture, as the figures show that the number of overweight pets is still on the rise. But data can also help researchers and veterinarians find new ways to fight and prevent the disease.

Data can help us better understand how serious pet obesity is:

1. Our research shows obesity can reduce dogs’ life expectancy by as much as two and half years, depending on the breed.

2. Mars Petcare’s Global Data and Analytics team worked with Banfield Pet Hospital® veterinarians and used natural language processing to interpret medical records and identify overweight adult dogs.

3. Of the overweight dogs, fewer than 1 in 10 lost at least 10% of their body weight after being identified as overweight, no matter the dogs’ age.

4. But data insights can help us build solutions:

   1. Data is helping us build a more complete picture of the causes of pet obesity.

   2. Thanks to our veterinary hospitals and our world-leading dog DNA testing service, Wisdom Panel, we are combining genetic information with medical records to investigate the inherited factors that contribute to many disorders including pet obesity.

   3. Our pet health tracker, Whistle® FIT, gives pet owners custom nutrition recommendations based on the dog’s age, breed, weight, activity levels and calories burned.

   4. Waltham researchers analysed more than 20 million body weight measures at different ages from 4 million dogs to develop growth charts that can help puppies grow at a healthy rate.

5. Around 40% of these successful dogs regained weight and the overweight status within 12 months.

Learn more about healthy weight management for pets at waltham.com.