# New weight loss brand SHED targets overlooked middle-aged men with strong early results



The landscape of weight loss products and marketing typically neglects a significant demographic: middle-aged men. These individuals often remain underrepresented in conversations surrounding health and dieting, an oversight highlighted by the latest campaign from SHED, a new brand aimed specifically at the weight loss needs of these men. As the adverts for weight loss products tend to feature toned individuals engaged in athletic pursuits, the average British middle-aged man—many of whom face the challenges of lifestyle and family responsibilities—finds himself almost entirely absent from this narrative.

Recent statistics underline the urgency of addressing this demographic. The UK government reported that 64.5% of adults aged 18 and over were estimated to be overweight or living with obesity in 2023, and males, particularly those aged between 55 and 64, are disproportionately affected. This age group has the highest obesity rates, with 73.5% classified as overweight or obese. The upward trend in obesity rates is alarming, continuing a decades-long escalation from 61.2% in 2015. Regional disparities also exist, with some areas reporting rates as high as 77.2%, further complicating the public health crisis.

The concept of “middle-aged spread” has been well researched, revealing that many men begin to gain weight from their 30s onwards, particularly around the abdomen. Contributing factors include a sedentary lifestyle, often due to office work, and the pressures of balancing professional demands with family life. Amidst busy schedules, healthy eating frequently falls by the wayside, leading many to rely on convenience foods that are high in carbohydrates and low in nutrients.

Recognising this gap, SHED aims to simplify the dieting process for these men. Unlike previous offerings that have been predominantly female-targeted or associated with unattainable ideals, SHED is designed with ease of use in mind; participants need only swap one or two meals a day for a nutritionally balanced meal replacement shake and maintain an otherwise healthy diet. A real-world test involving 50 middle-aged men yielded impressive results: 95% lost weight over six weeks, averaging a loss of four kilograms and significant reductions in waist circumference.

This launch touches on a broader public health concern: the sustained neglect of middle-aged men in weight loss initiatives. As obesity continues to pose significant health risks—including increased susceptibility to heart disease, diabetes, and certain cancers—the need for tailored approaches becomes clear. The imminent rollout of weight-loss injections, such as tirzepatide, further indicates that the healthcare system acknowledges the necessity for targeted interventions, yet much remains to be done in terms of communication and marketing to make these products appealing and relevant.

Time will tell if SHED can substantially shift the narrative around health and weight loss for middle-aged men. As society grapples with the immediate implications of these obesity statistics, initiatives like SHED represent not just a business venture but a necessary evolution in addressing one of the pressing health challenges facing the UK today.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/home/article-14698997/British-middle-aged-men-time-risk-group-left-conversation-weight-loss.html), [[2]](https://www.gov.uk/government/statistics/obesity-profile-may-2025-update/obesity-profile-short-statistical-commentary-may-2025)
* Paragraph 2 – [[2]](https://www.gov.uk/government/statistics/obesity-profile-may-2025-update/obesity-profile-short-statistical-commentary-may-2025), [[4]](https://commonslibrary.parliament.uk/research-briefings/sn03336/), [[5]](https://www.telegraph.co.uk/news/2024/10/05/britain-never-fatter-nhs-data-obesity-weight-loss-jabs/)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/home/article-14698997/British-middle-aged-men-time-risk-group-left-conversation-weight-loss.html), [[3]](https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2022-part-2/adult-overweight-and-obesity)
* Paragraph 4 – [[5]](https://www.telegraph.co.uk/news/2024/10/05/britain-never-fatter-nhs-data-obesity-weight-loss-jabs/), [[6]](https://digital.nhs.uk/news/2022/health-survey-for-england-2021)
* Paragraph 5 – [[5]](https://www.telegraph.co.uk/news/2024/10/05/britain-never-fatter-nhs-data-obesity-weight-loss-jabs/), [[7]](https://www.nutrition.org.uk/nutrition-for/men/common-health-issues-in-men/)

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## Bibliography

1. <https://www.dailymail.co.uk/home/article-14698997/British-middle-aged-men-time-risk-group-left-conversation-weight-loss.html> - Please view link - unable to able to access data
2. <https://www.gov.uk/government/statistics/obesity-profile-may-2025-update/obesity-profile-short-statistical-commentary-may-2025> - The UK government's Obesity Profile for May 2025 reports that 64.5% of adults aged 18 and over in England were estimated to be overweight or living with obesity in 2023 to 2024. This marks an increase from 64.0% in 2022 to 2023 and continues the upward trend since 2015 to 2016, when the figure was 61.2%. The prevalence of overweight (including obesity) was higher among men (69.7%) than women (59.2%). Obesity prevalence was highest among adults aged 55 to 64 years, with 73.5% overweight or obese and 32.5% living with obesity. The report also highlights significant regional disparities, with the prevalence of overweight (including obesity) ranging from 42.6% to 77.2% across different local authorities in England. Obesity prevalence varied from 11.0% to 37.9%, indicating a 26.9 percentage point gap between areas with the highest and lowest rates. These statistics underscore the growing public health challenge posed by obesity in England, particularly among middle-aged men and in certain geographic regions.
3. <https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2022-part-2/adult-overweight-and-obesity> - The NHS Digital report on adult overweight and obesity in England for 2022 reveals that 29% of adults were living with obesity, and 64% were overweight or living with obesity. Obesity prevalence increased with age, from 14% among adults aged 16 to 24, peaking at 35% to 36% among those aged 55 to 74. The prevalence of overweight (including obesity) was more common among men (67%) than women (61%). Among men, the prevalence of overweight (including obesity) was lowest among those aged 16 to 24 (35%) and highest among those aged 55 to 64 (80%). These findings highlight the significant impact of age and gender on obesity rates in England, with middle-aged men being particularly affected.
4. <https://commonslibrary.parliament.uk/research-briefings/sn03336/> - The House of Commons Library's briefing on obesity statistics indicates that in 2022, 28% of adults in England were obese, and a further 36% were overweight but not obese. Men were more likely than women to be overweight or obese, with 67% of men compared to 61% of women. Since 1993, the proportion of adults in England who are overweight or obese has risen from 52.9% to 64.3%, and the proportion who are obese has risen from 14.9% to 28.9%. The briefing also notes that in the most deprived areas in England, the prevalence of obesity or being overweight is 12 percentage points higher than in the least deprived areas. These statistics underscore the growing public health challenge posed by obesity in England, particularly among middle-aged men and in socioeconomically disadvantaged regions.
5. <https://www.telegraph.co.uk/news/2024/10/05/britain-never-fatter-nhs-data-obesity-weight-loss-jabs/> - An article from The Telegraph reports that Britain has never been fatter, with the average man weighing 14 stone by middle age, according to new NHS data. The statistics show that men aged between 45 and 64 now weigh an average of 14 stone, while women of the same age weigh an average of 12 stone. Health officials have expressed concern over these figures, highlighting obesity as one of the greatest challenges facing the country. The article also notes that the NHS is preparing for the rollout of weight-loss injections, with up to 1.6 million people expected to be offered treatments like tirzepatide, marketed as Mounjaro. These developments reflect the escalating public health crisis related to obesity in the UK, particularly among middle-aged men.
6. <https://digital.nhs.uk/news/2022/health-survey-for-england-2021> - The NHS Digital news release on the Health Survey for England 2021 reveals that 26% of adults in England were obese, with obesity increasing with age from 8% among adults aged 16-24 to 32% among those aged 65-74. A higher proportion of men were either overweight or obese (69%) compared to women (59%). These findings highlight the significant impact of age and gender on obesity rates in England, with middle-aged men being particularly affected.
7. <https://www.nutrition.org.uk/nutrition-for/men/common-health-issues-in-men/> - The British Nutrition Foundation's page on men's health issues highlights that in 2018, around 70% of men aged 16 years and over were reported to be overweight or obese. This underscores the significant prevalence of excess weight among men in the UK, contributing to various health risks such as hypertension, coronary heart disease, stroke, type 2 diabetes, certain cancers, erectile dysfunction, sleep apnoea, and osteoarthritis. Maintaining a healthy body weight is crucial for reducing these health risks.