



Press release

International Bikini Day: One in Two Germans Are Jealous of Other People's Beach Body

- 52 percent of Germans are envious of someone else's beach body. Especially women and young people often keep an eye out for their neighbours at the beach.
- People in other European countries are much more self-confident: only 36 percent of the French are familiar with such feelings of envy.
- This is shown by the representative STADA Health Report 2019* with 18,000 respondents in nine European countries.

Bad Vilbel, July 01, 2019 – The sun is out and the summer holiday is just around the corner. Fittingly, July 5 marks the annual International Bikini Day, which celebrates the invention of the iconic two-piece bathing suit. But how many Germans actually celebrate the bikini? And how many are more concerned because others look better at the beach? The international STADA Health Report 2019 shows: Germans are more self-critical and compare themselves to others more often than many other Europeans.

Numerically speaking, 52 percent of Germans say they are jealous of other people's beach bodies and fitness. Young people and women are particularly affected by this "body envy". 60 percent of women in Germany know this feeling. For those under 35, this applies to 71 percent – across the sexes. Also noteworthy: singles (59 percent) regard others more enviously than married people (49 percent).

Other nations are more relaxed

With these figures, Germany is above the European average. Only people in Russia and Poland are even more jealous of other people's beach body. The Serbs, French and Italians, on the contrary, are much more comfortable and self-confident when it comes to their looks. Only 32 percent of Serbs are jealous of the fitness and appearance of others. This applies to 36 percent of French people and 40 percent of Italians. People in Poland between the ages of 18 and 34 seem to be particularly vain: a staggering 80 percent of them are jealous of their fellow men's and women's fitness and beach bodies.

Executive Board: Peter Goldschmidt (CEO) / Mark Keatley / Miguel Pagan Fernandez
Supervisory Board Chairman: Dr. Günter von Au



***About the STADA Health Report 2019**

The survey was conducted by market research institute Kantar Health on behalf of STADA Arzneimittel AG. The 18,000 respondents included around 2,000 people each from Germany, Belgium, France, Italy, Poland, Russia, Serbia, Spain and the United Kingdom. Further information on the STADA Health Report and much more can be found at:

www.yourhealth.stada

About STADA Arzneimittel AG

STADA Arzneimittel AG is a publicly-listed company with headquarters in Bad Vilbel, Germany. The company focuses on a two pillar strategy consisting of generics, including specialty pharmaceuticals and non-prescription Consumer Health products. Worldwide, STADA Arzneimittel AG sells its products in approximately 130 countries. In financial year 2018, STADA achieved adjusted Group sales of Euro 2,330.8 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of Euro 503.5 million. As of December 31, 2018, STADA employed 10,416 people worldwide.

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