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Russians Big on Weight Loss Searches, Yandex Says

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2 million Russians search online for weight-loss related terms every week.

Russian search engine Yandex says roughly 2 million Russians search online for weight-loss related terms every week.

The engine's most popular kilo-shedding search terms were "lose weight," "weight loss" and "lose kilos," with related searches focusing on diets, exercise and weight-loss medication, Yandex said in a blog post on its website.

Last year, preferred weight loss methods were rather less conventional, with searches for coal tablets and subliminal video messaging among the most popular searches, Yandex said.

Four percent of all weight loss searches include specific goals and time frames, with the most popular search for both male and female users being "10 kilograms in a week." The less ambitious "5 kilograms in a week" and "10 kilograms in 2 weeks," come in second and third place, respectively, Yandex said.

One out of every 80 weight-loss related searches includes the word "fast," the report said.

But not all Russians are equally concerned about their kilos, the report said. Yandex users near the Black Sea coastal regions of Rostov and Krasnodar in southern Russia were more likely to search for weight loss terms in April than city dwellers in Moscow and St. Petersburg, who were the least interested in slimming down.

Though 2 million weight loss searches a week might seem impressive, Russians' online searches for food recipes outnumber that amount four to one, Yandex reported.

Nearly one quarter of Russians are severely overweight, according to statistics from the 2013 United Nations Food and Agricultural Organization's State of Food and Agriculture.

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