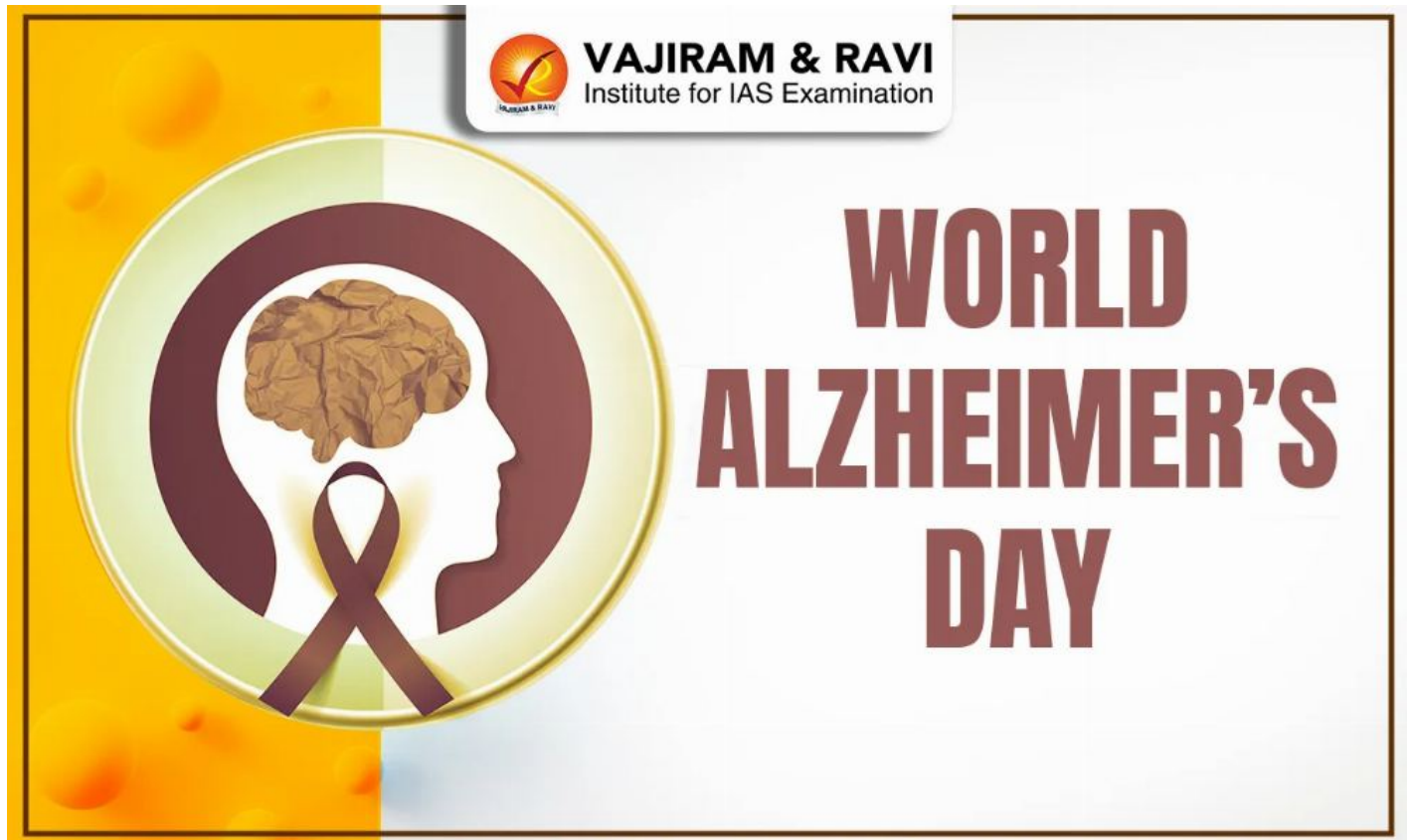


World Alzheimer's Day 2025, Theme, History, Global Impact

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World Alzheimer's Day 2025 will be observed on 21 September 2025. It is a global initiative aimed at spreading awareness about Alzheimer's disease and other forms of dementia. The day serves as a reminder of the increasing impact this condition has on individuals, families, and communities. It also emphasizes the need for early diagnosis, better treatment options, and strong support systems for patients and caregivers.

Alzheimer's is among the leading causes of dementia worldwide, affecting millions of people every year. Families often face not just memory loss and confusion in their loved ones but also deep emotional strain and financial challenges. Observing World Alzheimer's Day 2025 encourages open conversations, reduces stigma, and strengthens collective efforts to improve care and understanding of dementia.

World Alzheimer's Day 2025

World Alzheimer's Day 2025 will be observed on Sunday, 21 September 2025. Alzheimer's disease is a progressive neurological disorder that gradually damages memory, thinking, and reasoning abilities. As the condition advances, it hampers the capacity to manage even simple daily tasks.

It’s important to understand that Alzheimer’s is not a part of normal aging. While occasional forgetfulness is common as people grow older, Alzheimer’s causes a far more severe and consistent decline in cognitive function. It is the leading cause of dementia worldwide, though other forms such as vascular dementia and Lewy body dementia are also prevalent. Here’s a quick overview of World Alzheimer’s Day 2025:

World Alzheimer’s Day 2025	
Aspect	Details
Date	Sunday, 21 September 2025
Purpose	To raise global awareness about Alzheimer’s disease and reduce stigma around dementia
Condition Highlighted	Alzheimer’s disease – a progressive brain disorder affecting memory, thinking, and reasoning
Key Message	Alzheimer’s is not normal ageing; it causes significant decline in cognitive functions
Other Related Conditions	Vascular dementia, Lewy body dementia, and other forms of dementia
Main Features / Symptoms	• Memory loss that disrupts daily life • Difficulty in problem solving or decision making • Confusion with time, place, or identity • Trouble in speaking or writing • Mood and personality changes
Global Significance	Alzheimer’s is the most common cause of dementia worldwide; affects millions of families
Awareness Role of 2025 Day	Encourage early diagnosis, reduce stigma, support caregivers, and promote global action

World Alzheimer’s Day History

World Alzheimer’s Day was first observed in 1994, launched by Alzheimer’s Disease International (ADI) to mark the organisation’s 10th anniversary. The day was introduced at a time when dementia was poorly understood and rarely discussed in public spaces. Families caring for loved ones with Alzheimer’s often struggled in silence, with little awareness or support from society.

The initiative came in response to the rising number of dementia cases worldwide, with Alzheimer’s disease accounting for the majority. By dedicating 21 September each year to awareness, ADI aimed to break the stigma, encourage early diagnosis, and push for better care systems.

Over the years, World Alzheimer’s Day has grown into a global movement. Governments, health organisations, NGOs, and local communities now come together to organise awareness campaigns, medical check-ups, seminars, and walks. These efforts not only educate people but also provide much-needed support to patients and caregivers.

In 2012, the initiative was expanded further with the introduction of World Alzheimer’s Month, giving the cause an entire month of global recognition and outreach.

World Alzheimer’s Day Theme

The World Alzheimer’s Day Theme is “Ask About Dementia. Ask About Alzheimer’s.” It emphasizes the importance of asking questions and starting conversations. Many people notice signs like memory lapses or unusual behaviour but choose to remain silent, often out of fear, denial, or stigma. This silence can delay diagnosis and reduce the chances of timely treatment.

Encouraging families to ask straightforward questions about symptoms, risk factors, or care options can pave the way for early detection and better management. The theme also calls on healthcare professionals to provide safe and supportive spaces where such discussions can take place without hesitation.

When communities openly engage in dialogue, the stigma surrounding dementia and Alzheimer’s begins to fade. World Alzheimer’s Day 2025 seeks to normalize these conversations, making awareness and understanding a part of everyday life.

Global Alzheimer’s Disease Cases

Dementia has become a major global health challenge, with Alzheimer’s accounting for most cases. Over 55 million people are currently affected worldwide, and this number is expected to rise to nearly 139 million by 2050 as populations age. The financial burden is also enormous, exceeding \$1 trillion annually.

Global Alzheimer’s Disease Cases		
Category	Data	Source
Total Prevalence	57 million people	WHO Global Health Estimates, 2021
Percentage in LMICs	Over 60% of cases	WHO Global Health Estimates, 2021

New Cases Annually	Nearly 10 million	WHO Global Health Estimates, 2021
Global Deaths (2021)	1.8 million deaths	WHO Global Health Estimates, 2021
Disability Burden	Alzheimer's disease and other dementias ranked as the 7th leading cause of death globally in 2021	WHO Global Health Estimates, 2021

Global Alzheimer's Disease Cases - Country Wise

Alzheimer's Disease affects millions of people across the world, with some countries bearing a heavier burden due to larger populations and ageing demographics. The table below highlights the estimated Global Alzheimer's Disease Cases - Country Wise as of 2021:

Global Alzheimer's Disease Cases - Country Wise				
Rank	Country	Prevalence Rate	Estimated Number of Cases	Notes
1	Japan	2,637 per 100,000	~3.5 million	Highest prevalence globally; ageing population and high life expectancy contribute.
2	Italy	2,387 per 100,000	~1.4 million	An ageing population and improved diagnosis rates.
3	Germany	2,337 per 100,000	~1.9 million	High elderly population and advanced healthcare system
4	Greece	2,088 per 100,000	~0.3 million	The Mediterranean diet may offer some protection; however, lifestyle changes are affecting trends.
5	Monaco	2,031 per 100,000	~0.01 million	High life expectancy and an ageing population.
6	Portugal	1,915 per 100,000	~0.2 million	Ageing population and lifestyle factors.

7	San Marino	1,847 per 100,000	~0.01 million	Small population with a high proportion of elderly individuals.
8	Sweden	1,787 per 100,000	~0.9 million	High life expectancy and comprehensive healthcare services.
9	Spain	1,700 per 100,000	~0.8 million	An ageing population and advancements in dementia research.
10	France	1,600 per 100,000	~1.0 million	An ageing population and increased awareness.

Alzheimer’s Cases In India

India is facing a sharp increase in dementia cases, with nearly 7.4% of people aged 60 and above living with the condition. Alzheimer’s disease makes up the majority of these cases. This rise impacts millions of families across both cities and villages. In rural areas, limited healthcare access and lack of awareness make timely diagnosis and treatment difficult. Social stigma adds to the challenge, often delaying medical attention. Caregivers too bear a heavy emotional and mental health burden.

The rising numbers highlight why World Alzheimer’s Day 2025 is so significant for India. It serves as a reminder to strengthen awareness, encourage early diagnosis, and improve support systems.

The table below presents the statistics of Alzheimer’s Cases In India as of 2023:

Alzheimer’s Cases In India		
Category	Data	Source
Prevalence (60+ years)	7.4% of the adult population aged 60 and above	Study published in Alzheimer’s & Dementia Journal, 2023
Total Cases (60+ years)	Approximately 8.8 million individuals	Study published in Alzheimer’s & Dementia Journal, 2023
Active Cases (2019)	Approximately 3.69 million active cases	NIScPR Bulletin, March 2023
Urban vs Rural Prevalence	Higher prevalence in urban areas compared to rural areas	Study published in Alzheimer’s & Dementia Journal, 2023

Alzheimer's Disease Treatment

As of 2025, Alzheimer's Disease does not have a complete cure, but significant progress has been made in treatment and management.

Two newer drugs, lecanemab (Leqembi) and donanemab (Kisunla) have been approved for patients in the early stages. These medicines work by targeting amyloid plaques in the brain, one of the hallmarks of Alzheimer's, and have been shown in clinical trials to slow down the decline in memory and cognitive abilities.

Apart from these, existing medicines such as cholinesterase inhibitors and memantine are used to manage symptoms. They help reduce memory lapses, confusion, and behavioural changes, thereby improving the quality of life for patients. Doctors often combine these with lifestyle modifications, counselling, and supportive therapies.

Research is actively exploring new possibilities. Current studies focus on pathways related to DNA repair, brain inflammation, and protein aggregation. Alongside drug development, non-pharmacological measures including cognitive training, balanced nutrition, and regular physical activity are being emphasized as part of holistic care.

Source: <https://vajiramandravi.com/current-affairs/world-alzheimers-day/>

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