
MARKET FACTS!

MARKET FACT #120

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420M

shoes PER YEAR is what Adidas makes to The Market. Total shoe production reaches 50 BILLION shoes every year, with nearly all of them going into landfills.

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COMMENT: For those in the shoe production Market, the numbers matter because of the recycling industry. A normal shoe contains 40 different parts, and dozens of different materials like plastic, nylon, metal, rubber, foam. Brands that are working with recycled shoes will get ahead of other brands. Fewer costs overall and a deliverable product to The Market.

A MESSAGE FOR BRANDS

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