
MARKET FACTS!

MARKET FACT #122

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68%

of businesses WORLDWIDE were buying 3rd party data from data brokers in 2021. It was estimated that the USA alone would fill 16 TRILLION filing cabinets of data!

DATE: November 28, 2023

COMMENT: The reality of how many countries are involved in collecting DATA from you on a daily basis and are hungry for “data assets” is shown by the numbers as follows next: **USA: 73%; EU: 71%; Non-EU Europe: 69%; Canada: 59%; Asia: 56%; Latin America: 51%; Middle East: 48%; UK: 43%; New Zealand: 39%; Africa: 36%.**

A MESSAGE FOR BRANDS

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