
MARKET FACTS!

MARKET FACT #176

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430M

**tons of PLASTIC is produced yearly,
more than the weight of all human
beings combined.**

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COMMENT: When you're in business, part of it should always be about caring about the environment and plastic disposal is a real problem. One-third of this total is single-use plastics, which humans interact with for seconds or minutes before discarding. A total of 95% of the plastic used in packaging is disposed of after one use, a loss to the economy of up to \$120 billion annually. Coca-Cola, produced 3 million tons of plastic packaging in 2017. That's the equivalent of making 200,000 bottles per minute. Hard fact: HALF of all plastics in existence have been produced in just the last two decades. That's a lot of waste, because, In the U.S., only about 5% to 6% of plastics are being recycled each year.

A MESSAGE FOR BRANDS

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