
MARKET FACTS!

MARKET FACT #278

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

MARKET FACT #278

\$2.6T

worth of material in fast-moving consumer goods (80% of the material value) is thrown away and never recovered EVERY YEAR.

DATE: August 13, 2024

COMMENT: The things we tend to consume on a daily basis is mostly thrown away and 80% of its value is never recovered, leaving more waste to manage that usually is not taken cared of by those involved. Like McKinsey precisely points out: "A company will extract or collect the resources to create a product, which consumers then buy, use, and ultimately throw away. This is known as a linear model of mass consumption". But there's a solution: **Circularity**. This is where resources can be used over and over again, if the process is done right.

A MESSAGE FOR BRANDS

BUSINESSES ONLY: Are you reading too many cards or articles? Then [you probably need Professional Consulting Projects.](#) That will boost your Marketing/Business results in a short amount of time. [Prices start at €399 per hour.](#) Buy a Project. Save time. Grow your business now. The market does not wait.



READ SOURCE