
MARKET FACTS!

MARKET FACT #391

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100

TRILLION liters of WATER are used annually by the Fashion Industry. It's the 2nd most water-intensive industry in The World.

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COMMENT: The whole point about bringing up data points involving water is because of the [Water scarcity \[important! \]](#) crisis which is a HUGE issue on its own. Additionally, as the source (CNA Insider) puts it: "[Agriculture is the 1st most water-intensive industry. Then the 3rd one is the Energy Industry. Then the Meat industry is the 4th one. Then the 5th one is the Beverage Industry. Then the 6th is the Construction, Mining and Car industries](#)" – [SOURCE: CNA Insider](#). Water use is being monitored for a good reason. Companies should wake up.

A MESSAGE FOR BRANDS

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