
MARKET FACTS!

MARKET FACT #408

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

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13M

**phones are thrown out EVERY DAY
creating a mountain of electronic
waste for mankind (and landfills).**

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COMMENT: This is another fast card, but here's what you need to read as well:
"13 MILLION phones are thrown out every day creating a mountain of electronic
waste. Consumers tend to exchange phones every 2-3 years." – [SOURCE:](#)
[Netflix: Buy Now Documentary \[28:10min \]](#). All this waste adds up to the waste
of the Fast Fashion industry, where [13 BILLION new items of clothing are being](#)
[produced every year](#) (by Shein alone, not to mention other brands). [Around](#)
[10,000 Landfills are now closed in the U.S.](#) because full capacity was reached.
Where will all this waste go in 2 years?

A MESSAGE FOR BRANDS

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