

THE DUTCH CLOTHING MOUNTAIN

1. PURCHASE

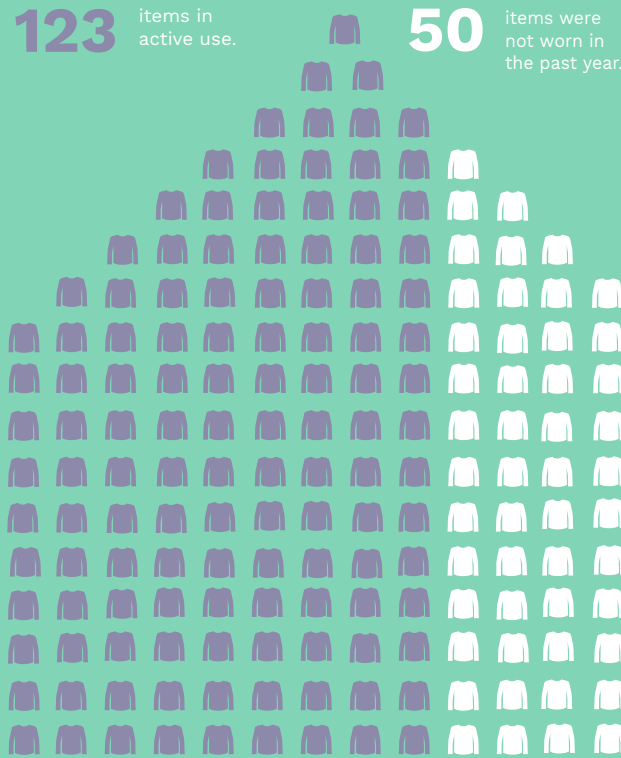
46 items bought annually per person.



Source: GFK. Includes clothing, footwear and accessories.

2. USE

173 items in each personal wardrobe.



7 items in the wardrobe are second-hand.

Source: Measuring the Dutch Clothing Mountain. Wardrobe information is based on a small, non-representative sample. Underwear and socks are added on the basis of Euromonitor data (sets or packages of underwear account for 1 item).

3. DISPOSAL

40 items are annually disposed of per person.

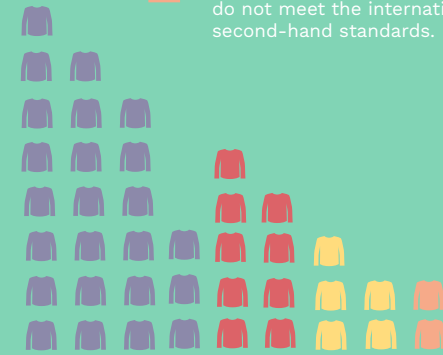
24 items are disposed with non-textile materials and therefore incinerated.

16 items are separately collected:

9 items are rewearable and suitable for the international second-hand market.

5 items are not suitable for reuse. These can be recycled.

2 items are potentially rewearable according to the consumer, but do not meet the international second-hand standards.



3 items per year are wasted before arriving to the consumer.

Sources: MVO Nederland, CBS, Rijkswaterstaat & Measuring the Dutch Clothing Mountain. Destiny of separately collected textiles is based on container analysis (non-representative sample). Pre-consumer waste calculated on the basis of MVO Nederland percentage and GFK volumes.