

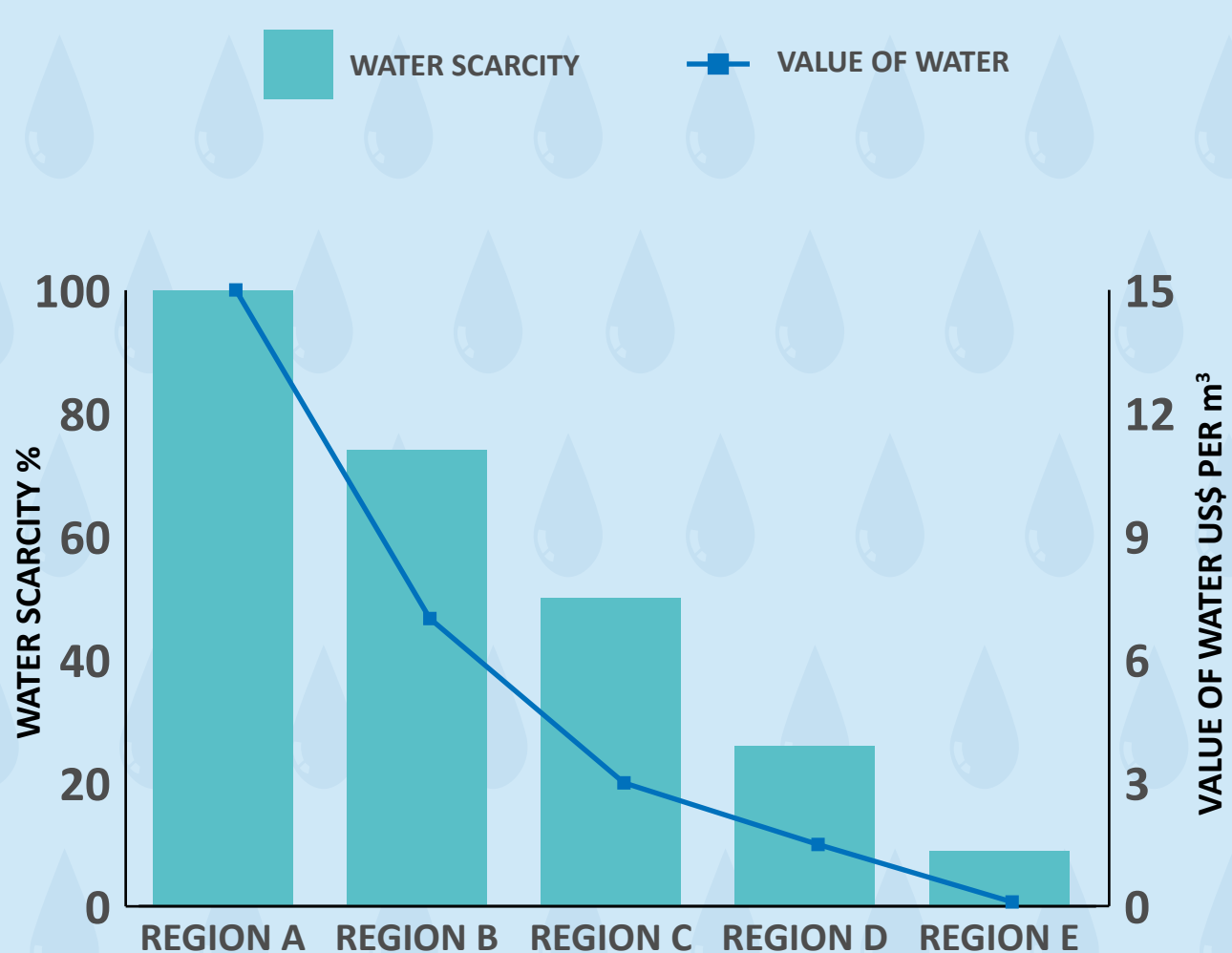


Research by Trucost for the TEEB for Business Coalition, Natural Capital at Risk: The Top 100 Externalities of Business, estimates the environmental and social costs of water use by business globally at around \$1.9 trillion per year.

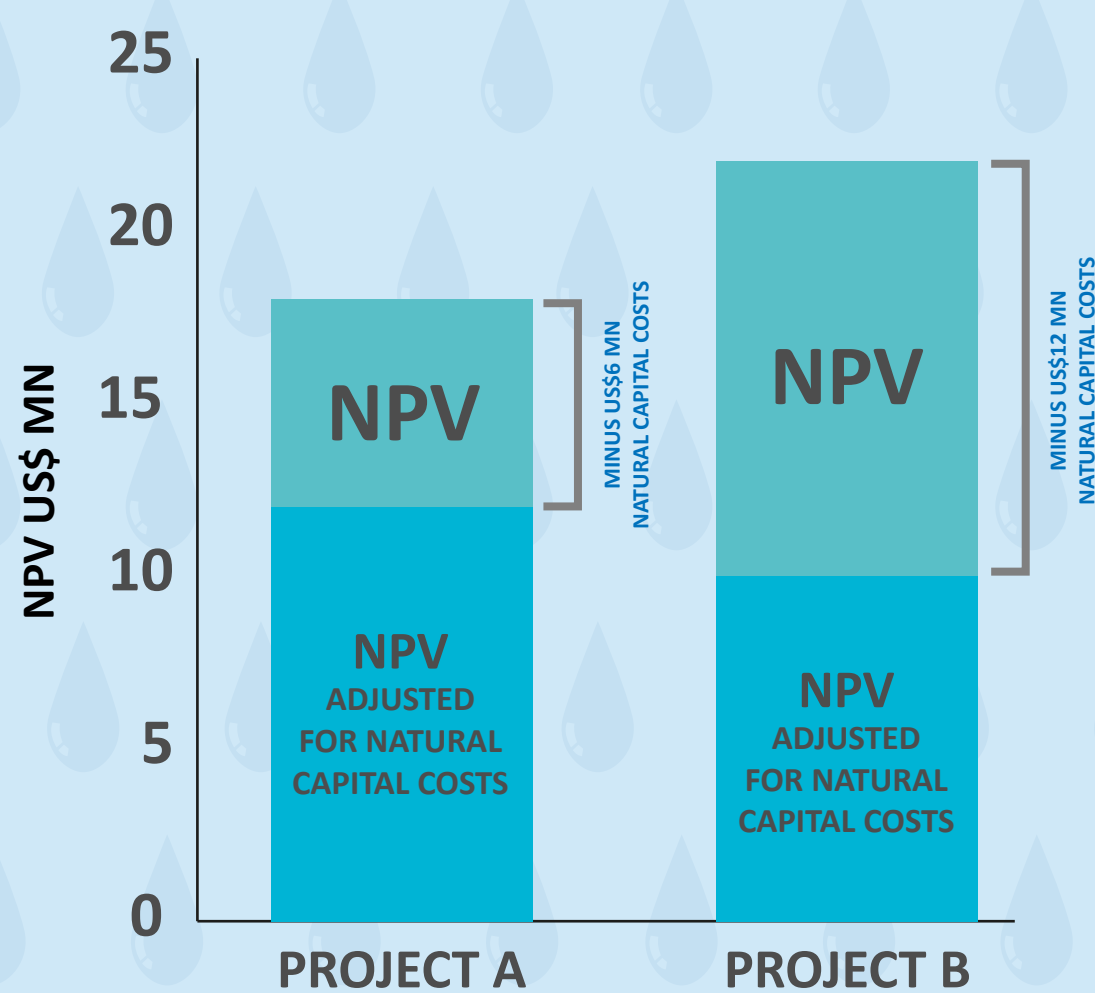
Some of these external water costs are already being internalized and hitting bottom lines – only last year, the worst drought in the United States in 50 years sent commodity prices skyrocketing. Companies, especially those in the food, beverage and apparel sectors whose margins and supply chains are tightly linked to agricultural commodities, can use the true cost of water to get ahead of the trend of external costs increasingly being internalized through regulations, pricing or shortages.

[Download the report NATURAL CAPITAL AT RISK: THE TOP 100 EXTERNALITIES OF BUSINESS](#)

**FIGURE 1: THE TRUE COST OF WATER**



**FIGURE 2: APPLYING THE TRUE COST OF WATER**



**FIGURE 3: WATER USE ACROSS FMCG PRODUCT CATEGORIES**

