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Matters of Scale: Into the Toilet



Estimated sales of toilet paper in the United States (2005)	US\$5.7 billion
In Canada	US\$643 million
In India	US\$7.7 million
◀▶	
Population of the United States	300 million
Of Canada	33 million
Of India	1.13 billion
◀▶	
Per capita annual consumption of toilet tissue in North America	23.0 kg
In Western Europe	13.8 kg
In Latin America	4.2 kg
In Asia	1.8 kg
In Africa	0.4 kg
◀▶	
Number of people globally without access to adequate sanitary toilets	2.6 billion
Number of countries where more than two-thirds of people are without adequate sanitary access to toilets	30
Number of these that are in Africa	20
◀▶	
Percentage of people with access to adequate sanitary toilets in United States	100

In Canada	100
In India	33
In Ethiopia	13
In Eritrea and Chad	9



SOURCES: Toilet paper sales: Euromonitor International. Populations: CIA World Fact Book. Annual consumption: European Tissue Symposium. Toilet access: WHO/UNICEF Joint Monitoring Programme for Water Supply and Sanitation.

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