



Thought Leaders Video

Sources

October 2026

Sustainability

00:27

➤ **By 2050 the world's population could reach 10 billion**

Source: UN DESA, World Population Prospects 2024 / UNFPA World Population Trends.

<https://www.un.org/esa/foresight/chapter-three.html>

<https://www.un.org/development/desa/pd/world-population-prospects-2024>

01:06

➤ **80% of a product's environmental impact is determined at the design stage**

Source: European Commission, Green Deal: New proposals to make sustainable products the norm and boost Europe's resource independence, 30 March 2022.

https://knowledge4policy.ec.europa.eu/about-product-policy-analysis_en

Sabine 01:20:

➤ **'1.8 billion women around the world menstruate each month'**

Source: UNICEF

<https://www.unicef.org/wash/menstrual-hygiene>

02:07

➤ **80% of consumers expect greater transparency from businesses**

Source: EY, Make sustainability accessible to the consumer

https://www.ey.com/en_se/insights/consumer-products/make-sustainability-accessible-to-the-consumer

Elin 02:40:

➤ **'We are actually recycling over 35 million hand towels per year with Tork paper circle'**

Source: Tork

<https://www.torkglobal.com/se/sv/produkter-och-tjanster/vara-tjanster/tork-papercircle>

02:54

➤ **Antimicrobial resistance is linked to nearly 5 million deaths each year**

Source: World Health Organization (WHO), Global action plan on antimicrobial resistance / WHO strategic documents

<https://iris.who.int/server/api/core/bitstreams/22b12d8b-7c90-4be2-8e0c-ffa950bd1055/content>

Christian 03:22:

➤ **'In January 2022 this site, Lilla Edet site, became the first tissue site in the world to be producing tissue at large scale free from fossil CO₂ emissions'**

Source: Essity

<https://www.essity.com/media/news-features/2022/essity-receives-eu-funding-for-sustainable-development/>

Safety

00:54

➤ **Proper hand hygiene can prevent up to 50% of healthcare-associated infections**

Source: World Health Organization (WHO), World Hand Hygiene Day – Key facts and figures.

<https://www.who.int/teams/integrated-health-services/infection-prevention-control/hand-hygiene>

01:10

> **Jet air dryers can spread 1,300x more germs than paper towels**

Source: Kimmitt, P.T. & Redway, K. (2016), Evaluation of the potential for virus dispersal during hand drying: a comparison of three methods, *Journal of Applied Microbiology*, 120(2), 478–486.
<https://enviromicro-journals.onlinelibrary.wiley.com/doi/full/10.1111/jam.13014>

01:26

> **Smart solutions keep products available 99% of the time**

Source: Tork / Essity, Tork Vision Cleaning.
<https://www.torkglobal.com/ie/en/products-and-services/our-services/tork-vision/vision-cleaning>

Lauren 01:46:

> **‘We have over 100,000 IoT devices out there, globally with Tork Vision Cleaning’**

Source: Tork
<https://www.torkglobal.com/ca/en/about/press-and-news/tork-achieves-milestone>

02:16

> **Early intervention can prevent up to 80% of chronic diseases**

Source: WHO / The Lancet, Preventing chronic diseases: taking stepwise action (2005).
<https://www.who.int/southeastasia/health-topics/noncommunicable-diseases/who-searo-noncommunicable-diseases>

Richard 02:24:

> **‘There is a growing population and people are living longer, and have more complex needs’**

Source: WHO
<https://www.who.int/news-room/fact-sheets/detail/ageing-and-health>

Axel 02:48:

> **‘Unmanaged chronic wounds, about 50% of them have the risk of being infected’**

Source: Smith+Nephew clinical resource
<https://www.vitalmedicalsupplies.com.au/globalassets/ebos-nz/microsites/sn-wound-inf-solutions/acticoat-chronic-wounds-detail-aid-1.pdf>

Prosperity

00:28

> **Over 2 billion people lack access to basic hygiene**

Source: WHO/UNICEF Joint Monitoring Programme (JMP), Progress on household drinking water, sanitation and hygiene 2000–2022: Special focus on gender.
<https://data.unicef.org/resources/jmp-report-2023/>

Axel 00:36:

> **‘When public spaces and schools prioritize hygiene absenteeism goes down by 50%, school attendance goes up by 25%’**

Source: Norwegian Institute of Public Health
<https://pubmed.ncbi.nlm.nih.gov/29320077/>

Axel 00:58:

> **‘Annual return on investment was €1000 per resident in the end’**

Source: TENA
<https://www.tena.co.uk/professionals/products/product-innovation/tena-smartcare/>

01:33

➤ **Closing the women's health gap could unlock 400 million annually**

Source: The World Economic Forum, in collaboration with the McKinsey Health Institute.
<https://www.weforum.org/publications/blueprint-to-close-the-women-s-health-gap-how-to-improve-lives-and-economies-for-all/>

02:40

➤ **Every \$1 invested in hand hygiene can deliver up to \$24.60 in returns**

Source: The WHO and research from the OECD across 34 OECD and EU/EEA countries.
<https://www.who.int/campaigns/world-hand-hygiene-day/key-facts-and-figures>

Santiago 03:02:

➤ **'In Latin America a big part of the population lives with less than \$10 per day'**

Source: World Bank
<https://documents1.worldbank.org/curated/en/132921468012674913/pdf/785070WP-0PLBOS00Box377346B00PUBLICO.pdf>

Inclusivity

00:32:

➤ **6.7 billion people will be living in an urban environment by 2050**

Source: The UN Department of Economic and Social Affairs (UN DESA).
https://www.un.org/development/desa/pd/sites/www.un.org.development.desa.pd/files/files/documents/2020/Jan/un_2018_wup_report.pdf

00:46

➤ **44% of people feel anxious about using a public restroom**

Source: Tork's 2024 Tork Insight Survey
<https://www.torkglobal.com/us/en/about/press-and-news/tork-inclusive-hygiene-coalition>

Anke 01:06:

➤ **'More than 400 million people are experiencing incontinence'**

Source: Essity TENA
<https://www.tena.us/professionals/care-guidance/learn-more-about-incontinence/understanding-continenence-care/>

02:05

➤ **Worldwide only 39% of schools provide menstrual education**

Source: The WHO/UNICEF Joint Monitoring Programme (JMP)
<https://www.who.int/news/item/28-05-2024-global-report-reveals-major-gaps-in-menstrual-health-and-hygiene-in-schools>

02:29

➤ **57% say menopause symptoms affect them at work**

Source: The CIPD 2023 Menopause in the Workplace report
<https://www.cipd.org/en/knowledge/reports/menopause-workplace-experiences/>

Anke 02:40:

➤ **'In a recent study more than 50% felt that menopause was a topic that was not talked about at all'**

Source: Essity
<https://reports.essity.com/2020-21/hygiene-and-health-report/en/more-inclusive-societies/menstruation-and-personal-hygiene-should-not-be-a-barrier-to-well-being.html>

Tim 03:07:

➤ **'Tork Vision Cleaning is saving you money over the course of the year'**

Source: Tork

<https://www.torkglobal.com/gb/en/about/blog/benefits-of-facilities-management-software>

Dignity

Meta 00:26:

➤ **'We know that 70% of all people that have incontinence do not talk to anyone at anytime about it'**

Source: Continence FoundationAustralia

<https://www.mcci.org.au/wp-content/uploads/2023/01/Bridging-Cultures-4th-ed-2023-MCCI.pdf>

00:39

➤ **24% of people aged 18-80 with incontinence have compromised behaviours with a moderate or severe impact on their lives**

Source: Essity TENA

<https://tena-images.essity.com/images-c5/474/167474/original/tena-guide-pratique-pour-aidant-bd-digital.pdf>

<https://reports.essity.com/2020-21/essentials-initiative-survey/results.html?anc=menstruation-re-frain-from-activities-markets&utm>

Research consistently finds people with urinary incontinence change their behaviour to manage symptoms.

A recent peer-reviewed study of women with urinary incontinence specifically documented these kinds of behavioural adaptations.

<https://pmc.ncbi.nlm.nih.gov/articles/PMC11100376/>

01:10

➤ **6.5 million in the US suffer from chronic wounds**

Source: Sen et al. (2009), "Human Skin Wounds: A Major and Snowballing Threat to Public Health and the Economy," Wound Repair and Regeneration, Wiley Online Library.

<https://onlinelibrary.wiley.com/doi/10.1111/j.1524-475X.2009.00543.x>

01:20

➤ **50% of unmanaged chronic wounds have a risk of being infected**

Source: FIS wound infection challenges

<https://federationinfectionsocieties.com/wp-content/uploads/2017/03/FISDay01-H9-1730-KeithHarding.pdf>

01:51

➤ **By 2030, the global shortage of healthcare workers could exceed 10 million**

Source: WHO originally projected a shortage of around 10 million health workers globally by 2030. This was based on the 2022 reassessment of global health workforce data. However, WHO has since revised the estimate upward. Its latest estimate is more than 11 million health workers by 2030.

https://www.who.int/health-topics/health-workforce#tab=tab_1

Axel 01:59:

➤ **'There will be fewer to take care of more'**

Source: Essity Hygiene and Health Report

https://www.essity.com/Images/Essity-Hygiene-and-Health-Report-2023-2024_tcm339-173709.pdf

03:20

➤ **Over 400 million people globally live with incontinence**

Source: Essity TENA

<https://www.tena.us/professionals/care-guidance/learn-more-about-incontinence/understanding-continence-care/>

Accessibility

Tanja 00:28:

> **'64% of people with periods have difficulty accessing period care products'**

Source: US study

<https://www.frontiersin.org/journals/reproductive-health/articles/10.3389/frph.2024.1364698/full>

00:38

> **Menstruation is a natural part of life, yet access remains a barrier for billions**

Source: World Health Organization (WHO)

<https://www.who.int/news-room/fact-sheets/detail/menstrual-health>

01:06

> **Chronic wounds are a growing global health challenge impacting healthcare systems worldwide**

Source: British Journal of Dermatology. A narrative review of the epidemiology and economics of chronic wounds.

<https://pubmed.ncbi.nlm.nih.gov/34549421/>

01:24

> **Antimicrobial resistance could add up to \$1 trillion in global healthcare costs by 2050**

Source: World Bank, Drug-Resistant Infections: A Threat to Our Economic Future. Also cited by WHO, UN, European Commission.

<https://documents1.worldbank.org/curated/en/323311493396993758/pdf/final-report.pdf>

https://apps.who.int/gb/ebwha/pdf_files/EB154/B154_13-en.pdf

https://apps.who.int/gb/ebwha/pdf_files/EB154/B154_13-en.pdf

02:09

> **Nearly 1 in 2 people face barriers in public restrooms but only those who experience them see them**

Source: Essity, Tork Insight Survey 2025

<https://www.torkglobal.com/ca/en/about/press-and-news/only-1-in-5>

Amelia 02:17:

> **'Only 1 in 5 washrooms meet the expectations of users'**

Source: Tork

<https://www.torkglobal.com/ca/en/about/press-and-news/only-1-in-5>

02:56

> **For millions of students periods still create barriers to education**

Source: UNICEF

<https://data.unicef.org/topic/gender/water-sanitation-and-hygiene-wash/>



Essity is a global, leading hygiene and health company. Every day, our products, solutions and services are used by a billion people around the world. Our purpose is to break barriers to well-being for the benefit of consumers, patients, caregivers, customers and society. Sales are conducted in approximately 150 countries under the leading global brands TENA and Tork, and other strong brands such as Actimove, Cutimed, JOBST, Knix, Leukoplast, Libero, Libresse, Lotus, Modibodi, Nosotras, Saba, Tempo, TOM Organic and Zewa. In 2024, Essity had net sales of approximately SEK 146bn (EUR 13bn) and employed 36,000 people. The company's headquarters is located in Stockholm, Sweden and Essity is listed on Nasdaq Stockholm. More information at [essity.com](https://www.essity.com) and follow Essity on social media

