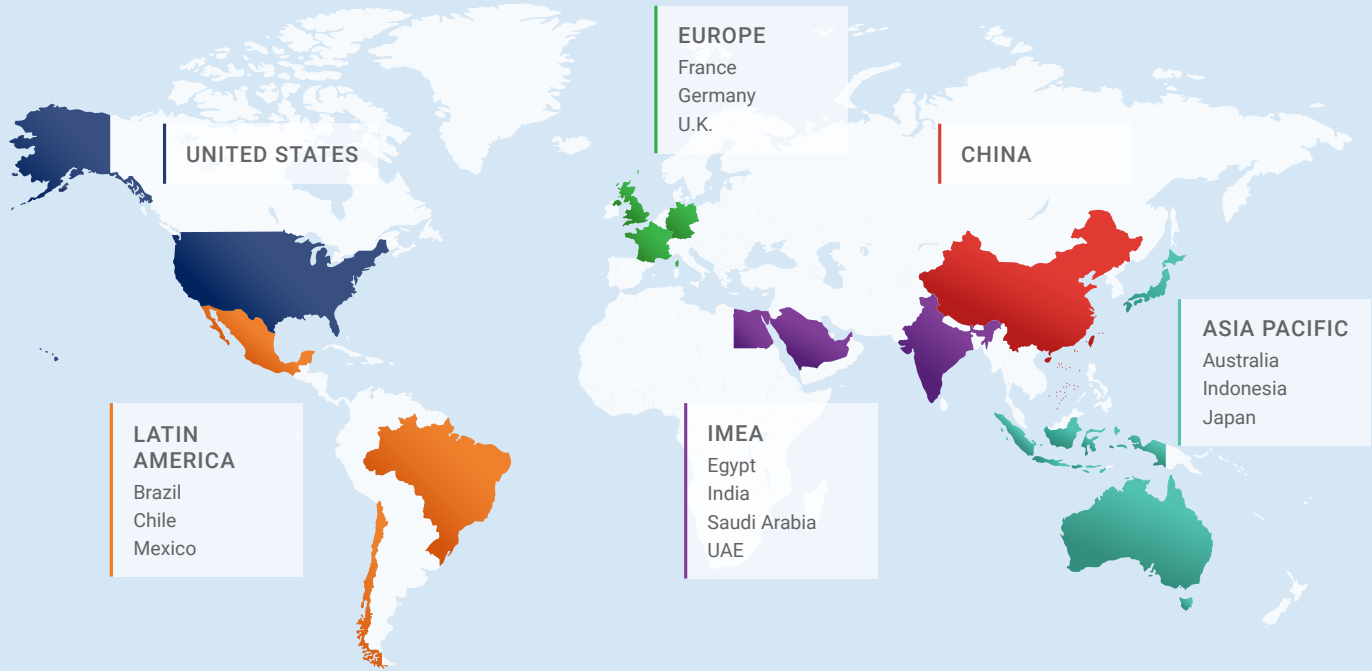


Ecolab Watermark™ Study: 2024 State of Water Stewardship

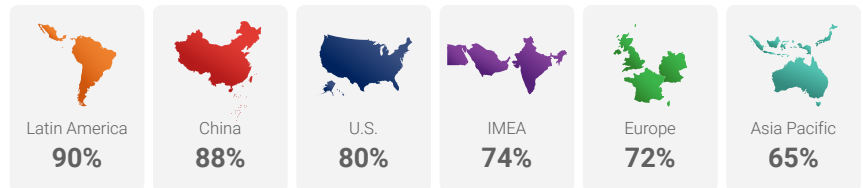
More than two billion people around the world do not have access to safe drinking water.¹ By 2030, our planet will face a 56% water deficit.² The Ecolab Watermark Study is an annual report that measure the state of water stewardship through water's importance, usage, connection to climate and responsibility among key consumer populations around the world to learn where and how to protect our most precious and finite resource.



Around the world, consumers are still very concerned about water.

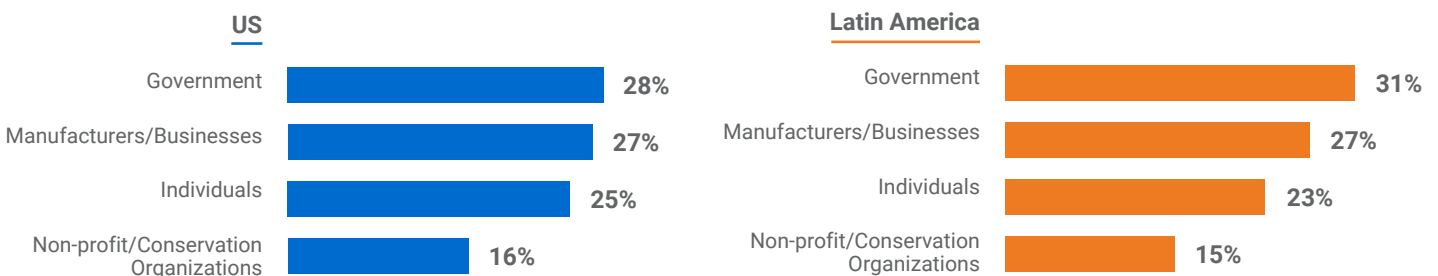
Access to clean and safe water is a paramount concern, and most regions are more concerned about their immediate access to clean and safe water than their access in the future.

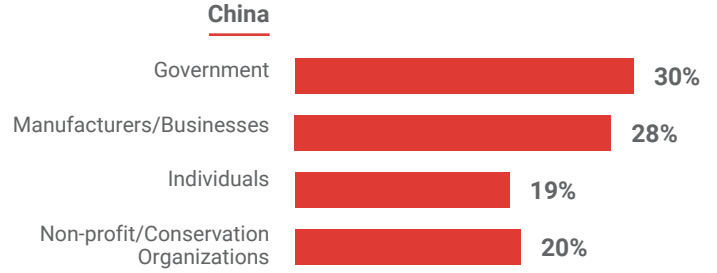
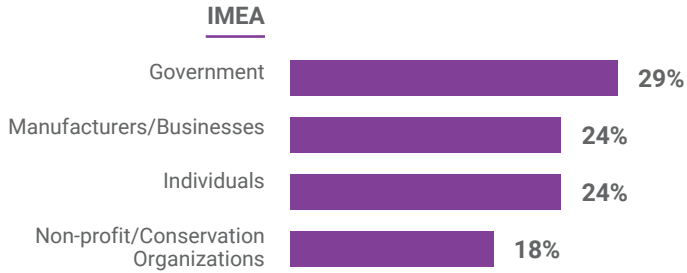
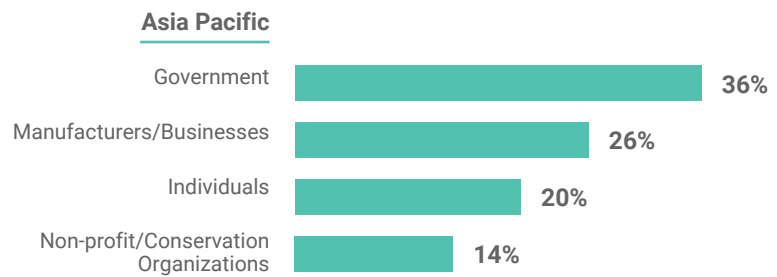
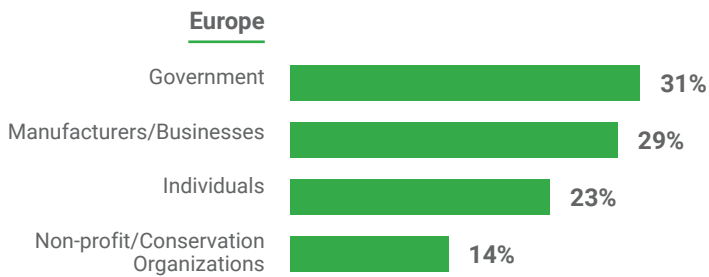
Percentage of consumers that list clean and safe water as a significant environmental concern³



Consumers continue to hold governments most responsible for water conservation, closely followed by businesses.

Share of responsibility for conserving water

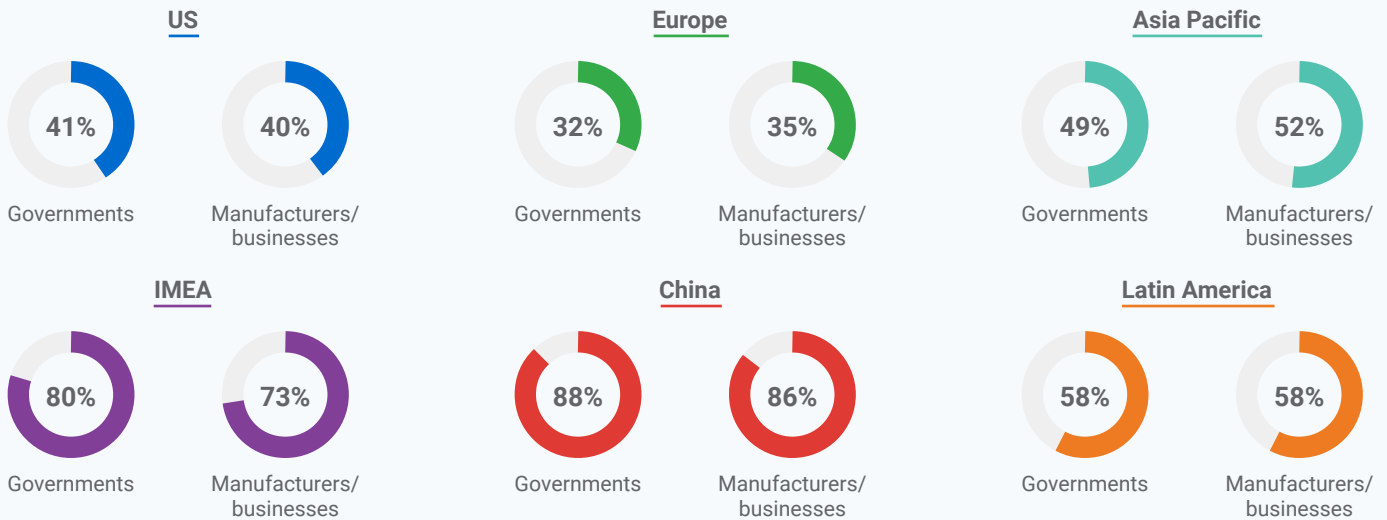




Consumers in some regions don't believe governments or businesses are taking enough action to address climate change or the water crisis.

Less than half of consumers in the U.S. & Europe believe governments and businesses have made sufficient progress towards sustainability targets in the past year.

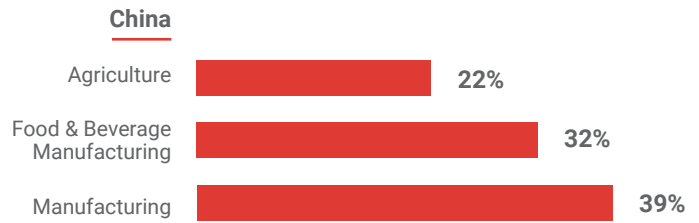
How much do you agree that governments and manufacturers/businesses have made significant progress towards their respective climate and sustainability goals over the past year?⁴



Consumers see the food & beverage, manufacturing and agriculture industries as most responsible for water use and conservation.

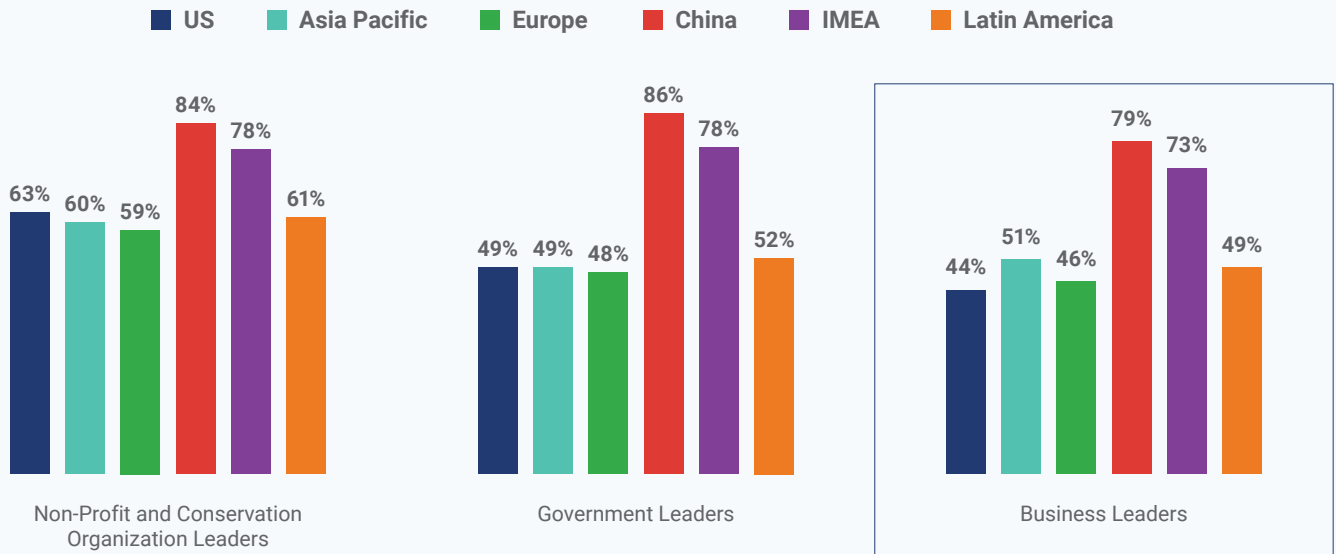
Industries that consumers believe have the most responsibility when it comes to reducing overall water usage





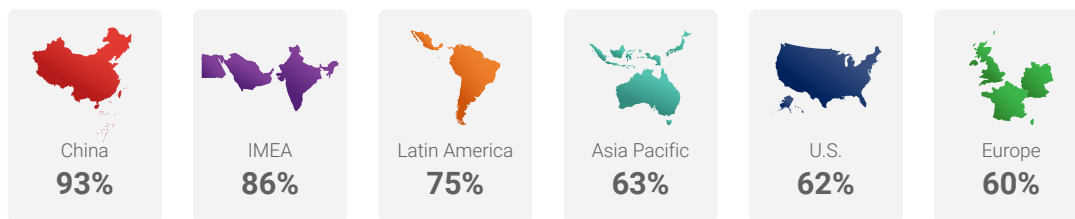
They also believe business leaders care the least about climate change.

Percent of consumers who believe the following leaders care about their impact on climate change⁵



Consumers continue to demonstrate their commitment to sustainability through their purchasing habits.

Percent of consumers willing to pay a premium for everyday items made using sustainable business practices



1 Source: 2024 UN World Water Development Report | 2 Source: 2023 World Resources Institute | 3 Total concern = Very concerned + Somewhat concerned
4 Percentage shown is total agreement = Strongly agree + Somewhat agree | 5 Percentage shown is total care = A lot + Somewhat