

CVS, Target and Walmart Get One Step Closer to Replacing Plastic Bags With New Pilot Programs

Despite a rising interest in sustainability, the American economy still produces a lot of plastic waste—around 46 million tons each year, scientists say. Less than 10% of that gets recycled, meaning that Katy Perry's plastic bag, floating through the wind, has very little chance of starting again. It's more likely destined for a landfill or the Great Pacific Garbage Patch.

Recommended articles

<https://www.adweek.com/brand-marketing/cvs-target-and-walmart-get-one-step-closer-to-replacing-plastic-bags-with-new-pilot-programs/>