



People are falling out of love with their tap water over fears of contamination (Credit: iStock photo)

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## Bluewater reports new study spotlights over half of people globally don't trust their tap water

A massive global study indicates 40 percent of people worldwide are falling out of love with tap water amid fears it is unsafe. According to Bluewater, part of the Blue AB investment portfolio of impact driven companies working for a cleaner world, this shocking insight demands urgent attention by governments worldwide.

The study – published in the journal [Nature Communications](#) – was carried out among 148,585 adults in 141 countries by researchers at two U.S.

universities, North-western University and the University of North Carolina at Chapel Hill.

“This shocking revelation underlines the need for governments and water authorities worldwide to urgently tackle the contamination of our drinking water by toxic chemicals, microplastics, and other pollution,” said Bengt Rittri, founder and CEO of [Bluewater](#), a global innovator of water purification and beverage solutions.

The Swedish ecopreneur added that public distrust of tap water was driving the sale of packaged water, which has a hugely negative impact on the planet’s health, environment, and inhabitants.

According to the United Nations University Institute for Water, Environment and Health, over 600 billion single-use plastic bottles are produced yearly; most are not recycled but end up in landfills and oceans, where they release toxic chemicals and break down into micro and nanoplastic particles. A ground-breaking 2023 report entitled ‘[Hidden Hazards: The Chemical Footprint of a Plastic Bottle](#)’ concluded that the proliferation of PET plastics “may prolong the climate crisis, threaten human health, and promote environmental racism.”

Mr. Rittri noted that the new study spotlights how difficult it is for consumers to judge the hazards and safety of their water supply because many contaminants cannot be seen, smelled, or tasted. He said he was astounded that 39% of those polled in the United States believed they faced serious harm from drinking tap water in the short term.

“When we launched Bluewater in 2013, it was with a planet plan rather than a traditional business vision, with the aim to develop technologies and solutions that would end the need for single-use plastic bottles,” Mr. Rittri said. He added that Bluewater continues to pursue its plan vigorously, with a steady stream of solutions giving consumers and businesses the means to turn tap water into purified water that is safer and healthier to drink.

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Headquartered in Stockholm, Sweden, Blue is an investment company that serves as a catalyst for innovations that can solve some of the major challenges facing our planet and all living on it. Blue's mission is to find, engage with, invest in and support entrepreneurs, innovators and businesses driven by the desire to deliver tangible, sustainable solutions that can benefit human wellbeing and planetary health.[www.blueab.se](http://www.blueab.se)

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