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# MARKET FACTS!

MARKET FACT #276

by Peterson Teixeira - CEO / Founder  
[www.peterson Teixeira.com](http://www.peterson Teixeira.com)

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**countries which are the home of  $\frac{1}{4}$  of the GLOBAL population face extremely high WATER stress EACH year nowadays.**

**DATE:** August 13, 2024

**COMMENT:** The amount of people going through a water crisis is rising by each year, with at least 50% of the world's population (around 4 billion people) living under highly water-stressed conditions for AT LEAST ONE MONTH each year – [SOURCE: WRI - World Resources Institute](#). Naturally, everything that needs water like daily routines, jobs, food and energy management are going through a crisis. And the sad part is this: **water management is the main reason (!)**. Have a look at [the IMAGE showing which countries suffer more regarding water crisis](#).

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