
MARKET FACTS!

MARKET FACT #277

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163%

is the amount of increase in WATER demand that Africa will see by 2050. A 4x bigger demand than Latin America (by 2050).

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COMMENT: There's a growing concern among those who are monitoring water scarcity regarding this precious natural resource. [By 2050, an additional – and impressive – 1 BILLION people are expected to live with extremely high water stress.](#) It's a reality where **global water demand is projected to increase by 20%, 25% by 2050** (a few years from now of course). But with Water Management issues being the main source of the problem, where governments can't fix everything, can't that reality come sooner? Think about that.

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