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# MARKET FACTS!

MARKET FACT #311

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

## **MARKET FACT #311**

# 34M

**people in Brazil are now having  
problems with Water insecurity.  
Total population exceeds 200M.**

**DATE:** August 30, 2024

**COMMENT:** Water insecurity is one of the main triggers for WWIII, it's better to say this upfront in case you're lazy about reading many business cards. At the same time, water insecurity has a direct impact on life management, industrial production, food production among other key things of Modern Life. Other countries are having the same problem too as this is a worldwide issue. [China, with its 1.4 billion population has 51 million with water insecurity problems.](#) India with its 1.4 billion population has 214 million experiencing a water crisis. The United States has 336 million people and has 12 million with water problems. And Mexico with its 126 million people has 20 million in a water crisis.

# ***A MESSAGE FOR BRANDS***

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