

---

# MARKET FACTS!

MARKET FACT #367

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

## MARKET FACT #367

# 2nd

**WORST air quality in the world is from Sao Paulo, BRAZIL. Only Lahore, Pakistan beats the city.**

**DATE:** September 23, 2024

**COMMENT:** The consequences of wildfires and drought are horrible, and this is a case worth mentioning. Here's more: "From the beginning of the year until Sept. 8, Brazil registered almost 160,000 fires, the worst year since 2010.....Most fires are manmade as part of the deforestation process or for clearing pastures and agricultural land. So far this year, an area the size of Italy has burned in Brazil.". – [SOURCE: The Associated Press](#). Around 2021-2022 a stat came out saying that about 60% of Sao Paulo's population want to leave the city. Makes sense. Bad traffic and air quality among other things explain that.

# ***A MESSAGE FOR BRANDS***

*BUSINESSES ONLY: Are you reading too many cards or articles? Then [you probably need Professional Consulting Projects.](#) That will boost your Marketing/Business results in a short amount of time. [Prices start at €399 per hour.](#) Buy a Project. Save time. Grow your business now. The market does not wait.*



***READ SOURCE***