
MARKET FACTS!

MARKET FACT #368

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52%

OF ADULTS (internationally) have less than \$10.000 in their bank account. All countries are involved.

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COMMENT: The business reality is harder to face because GLOBALLY speaking, most adults don't have enough money to start a business, nor they have enough money to invest in a business or nor they have enough money for groceries, bills and emergencies. And here's more to complement this: "34.4% have \$10.000 to \$100.000 and 12% have \$100.000 to \$ 1 MILLION and ONLY 1% have \$ 1 MILLION or more to their name (globally).". – [SOURCE: Valuetainment](#). This is wealth inequality at its worst.

A MESSAGE FOR BRANDS

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