
MARKET FACTS!

MARKET FACT #42

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

MARKET FACT #42

40%

**of shortfall of water is what The
World faces in freshwater supply by
2030**

DATE: September 16, 2023

COMMENT: We are living in an Era where water is also a very important point. Especially for business. Globally, **humans use more than 4 trillion cubic meters of freshwater PER YEAR (1 cubic meter equals 264 gallons of water)**. Over 70% of the world is covered with water but around 97% of Earth's water is salt water while a little more than 2% is fresh water trapped in glaciers. **And only 0.65% is the fresh water we use for everything like drinking, washing clothes, making products etc.** For a glimpse of perspective of how much water a single industry uses, a bottle of wine takes over 400 bottles of water to produce (!). A single bottle.

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