



WATER SCARCITY



WATER USE HAS BEEN GROWING AT MORE THAN TWICE THE RATE OF POPULATION INCREASE IN THE LAST CENTURY

INCREASE IN WATER WITHDRAWALS BY 2025

50%

DEVELOPING COUNTRIES

18%

DEVELOPED COUNTRIES

**By 2025,
1800 million
people will be living
in countries or
regions with absolute
water scarcity,
and two-thirds
of the world population
could be under stress
conditions**