

# Argentina in 2040: The Future Demographic

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## Abstracts

Population growth in Argentina from 2021-2040 will result from positive natural change. Rising living standards and improvements in healthcare drive ageing, with growth in the senior population shaping consumer trends. Urbanisation will continue across major cities and smaller areas of Argentina, with the urban population becoming a key consumer market. The growing consumer base helps Argentina become an attractive consumer market; however, ongoing inequality will challenge the nation in 2040.

Euromonitor's Argentina in 2040: The Future Demographic report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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## Contents

Introduction  
Key Findings (1)  
Key Findings (2)  
Summary  
Argentina and the World in 2040  
Population Past, Present and Future  
Ageing  
Men and Women  
Marriage and Divorce  
Births and Fertility  
Life Expectancy and Deaths  
Health  
Migration  
Diversity  
Urbanisation  
Population Segmentation

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