

# Belarus in 2040: The Future Demographic

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## Abstracts

Depopulation in Belarus from 2021-2040 will result from negative natural change and flat migration, as deaths outweigh live births. Higher living standards will drive ageing, with a rise in the 65+ population shaping consumer trends and spending. As major cities experience population decline, continued affiliation with Russia will further hinder Belarus's potential as an appealing consumer market in the short to medium term.

Euromonitor's Belarus 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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