

# Belgium in 2040: The Future Demographic

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## Abstracts

Positive net migration will be the main driver of strong population expansion in Belgium in 2021-2040. Ageing will continue to be a key demographic theme, affecting consumer trends and placing a burden on state resources. Urbanisation will be swift as a result of immigration and people leaving rural areas in search of opportunities. Belgium's swelling populace, favourable location and relative prosperity ensure that it will remain an attractive consumer market.

Euromonitor's Belgium 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.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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