

# Brazil in 2040: The Future Demographic

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## Abstracts

Population growth in Brazil between 2021-2040 will result from positive natural change, as net migration declines. Rising living standards and the falling birth rate will drive ageing, placing pressure on healthcare services, while the rise in seniors will shape consumer trends. Urbanites will remain a key consumer group as urbanisation rises. While the large population helps Brazil become an increasingly attractive consumer market, poverty and inequality will challenge the nation in 2040.

Euromonitor's Brazil 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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