

# Cambodia in 2040: The Future Demographic

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Date: August 2023

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: C1D2D14A8388EN

## Abstracts

Strong population growth in Cambodia up to 2040 will be driven solely by natural increase. Falling birth rates and increasing longevity mean that the ageing trend will quicken, however Cambodia will remain one of the youngest regional countries. While urbanisation will be rapid, high employment in agriculture means that only just over a third of the population will be urban by 2040. Cambodia's attractiveness as a consumer market should grow as incomes rise, however inequality will remain high.

Euromonitor's Cambodia 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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