

# China in 2040: The Future Demographic

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## Abstracts

After peaking in 2024, China's population will decline up to 2040 as deaths overtake births. Rapid ageing, exacerbated by the legacy of the one child policy, will impact consumer trends and put further pressure on state resources. Urbanisation will continue to be swift, as eight out of the 10 major megacities are expected to expand. China will continue to be a key consumer market despite depopulation due to its huge size and rising prosperity.

Euromonitor's China 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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Use five-year forecasts to assess how the market is predicted to develop.

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