

# Croatia in 2040: The Future Demographic

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## Abstracts

Further depopulation in Croatia in 2021-2040 will be driven by a combination of natural decrease and negative net migration. Ageing, illustrated by rapid growth in older cohorts, will affect consumer trends and place more pressure on state resources. Urbanisation will increase in smaller urban settings, although the major cities will decline in size. Rising prosperity and its strategic location should make Croatia increasingly appealing as consumer market, in spite of its diminishing populace.

Euromonitor's Croatia 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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