

# Denmark in 2040: The Future Demographic

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## Abstracts

Positive natural change and net migration rates will drive population growth in Denmark from 2021-2040. Quality healthcare and living standards will lead to continued ageing, with growth in the 65+ population shaping consumer trends and spending. Urbanisation will continue, with Denmark remaining one of the most urbanised countries regionally. As the population grows and the economy improves, Denmark will become an increasingly attractive consumer market in 2040.

Euromonitor's Denmark 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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