

Eastern Europe in 2040: The Future Demographic

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Abstracts

Driven mainly by natural decrease Eastern Europe will be the only world region to experience depopulation in 2021-2040. Ageing will remain a significant trend over the timeframe, impacting the consumer landscape and putting pressure on government finances. Urbanisation will intensify even though nine of the largest cities are set to decline in size.

Euromonitor International's Future Demographic reports provide in-depth data and analysis of population changes in 85 countries, 7 regions and a world overview. The reports offer long-term demographic forecasts to 2030, and include breakdowns of population by age and sex, vital statistics and major cities. The series provides insight into demographic trends which will shape consumer segmentation and markets in the future

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