

Ecuador in 2040: The Future Demographic

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Abstracts

Ecuador will experience population growth between 2021-2040, driven by positive natural change, as net migration declines. Rising life expectancy and a drop in the population under 30 years will drive ongoing ageing, with 65+ citizens impacting consumer trends and spending habits. While the growing consumer base and urbanisation increase the country's appeal as a consumer market, relatively low incomes and inequality will challenge the nation in 2040.

Euromonitor's Ecuador 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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Contents

Introduction
Key Findings (1)
Key Findings (2)
Summary
Ecuador and the World in 2040
Population Past, Present and Future
Ageing
Men and Women
Marriage and Divorce
Births and Fertility
Life Expectancy and Deaths
Health
Migration
Diversity
Urbanisation
Population Segmentation

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