

Estonia in 2040: The Future Demographic

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Date: November 2023

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: E7543E2B537EN

Abstracts

Depopulation in Estonia in 2021-2040 will be driven by natural decrease. Ageing will be a key trend, impacting consumer trends and putting further pressure on state resources. Urbanisation will slow slightly while Tallinn remains the dominant city. Despite its relatively small and diminishing population, Estonia should become increasingly attractive to consumer businesses in the future due to its relative prosperity and rising incomes.

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