

# Ethiopia in 2040: The Future Demographic

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## Abstracts

Robust population expansion in Ethiopia will be determined by natural increase in 2021-2040. While ageing will speed up, more than two-thirds of the population will be aged under 40 in 2040. Longevity will climb but many health challenges will persist. Urbanisation will be swift, though Ethiopia will remain one of the least urbanised countries globally. Ethiopia's appeal as a consumer market should increase, however poverty will stunt consumer spending power.

Euromonitor's Ethiopia 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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