

Finland in 2040: The Future Demographic

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Abstracts

While Finland will expand overall in 2021-2040, its population is set to decline from 2035 onwards when positive net migration rates will no longer be able to mitigate natural decrease. Ageing will impact consumer trends and state resources will be affected by a declining workforce and growth in retirees. Urban shift will be swift with Helsinki continuing to dominate the urban landscape. Finland should continue to be an appealing consumer market due to its relatively affluent populace.

Euromonitor's Finland 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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