

# Georgia in 2040: The Future Demographic

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## Abstracts

Natural decrease and negative net migration will drive depopulation in Georgia in most years up to 2040. Rapid ageing will be illustrated by extreme growth in 70+ cohorts, impacting consumer trends and placing further pressure on state resources. Life expectancy should rise, while urbanisation will be swift. Despite a dwindling population, Georgia should become increasingly attractive as a consumer market due to rising levels of prosperity.

Euromonitor's Georgia 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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