

Germany in 2040: The Future Demographic

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Abstracts

Germany's population is set to decline up to 2040, after peaking in 2022, as net migration rates fall, and natural decrease occurs. Ageing is set to quicken as people live longer and birth rates drop, resulting in major changes in consumer trends and a further burden on state resources. Urbanisation will continue to be a key theme. Germany's large economy and populace mean that it will continue to be an extremely attractive consumer market.

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