

Greece in 2040: The Future Demographic

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Abstracts

Ongoing depopulation in Greece in 2021-2040 will be driven mainly by natural decrease as birth rates remain low. Ageing will affect consumer trends and add to pressure on state resources. Athens will remain the key consumer market, despite shrinking at the fastest rate out of the main cities. Rising prosperity means Greece has the potential to become an increasingly appealing consumer market, despite some challenges.

Euromonitor's Greece 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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