

Hong Kong, China in 2030: The Future Demographic

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Abstracts

Net migration will be the key driver of population growth in Hong Kong up to 2030. Low fertility, falling birth rates and increasingly high life expectancy will compound the ageing trend, impacting the demographic landscape with over a quarter of the population aged 65+ by 2030. Ageing and modern busy lifestyles will bring about increased health challenges. With one of the most densely populated and prosperous populations in the world, Hong Kong will remain a captive lucrative consumer market.

Euromonitor's Hong Kong, China in 2030: 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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