

# Hong Kong in 2040: The Future Demographic

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## Abstracts

Positive net migration will be the main driver of population expansion in Hong Kong up to 2040, as natural change turns negative after 2023. Ageing is set to accelerate due to high and climbing longevity and low fertility, changing the population composition and impacting consumer trends. Hong Kong should remain an attractive consumer market due to its high levels of prosperity, despite elevated inequality.

Euromonitor's Hong Kong 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.

**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;

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

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