

# Hungary in 2040: The Future Demographic

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## Abstracts

Continuing depopulation in Hungary in 2021-2040 will be driven by natural decrease. Ageing will accelerate, affecting consumer trends and putting pressure on state finances. Urbanisation will quicken and Budapest will continue to be the most populous city. Despite depopulation, Hungary should become increasingly appealing as a consumer market due to rising prosperity.

Euromonitor's Hungary 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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