

India in 2040: The Future Demographic

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Abstracts

From 2021-2040, population growth in India will be driven by positive natural change, despite the falling birth rate. While ageing will accelerate and impact consumer trends, the country will continue to have a relatively young median age. While urbanisation will rise, over half the population will live in rural areas in 2040. A vast consumer base and economic growth will increase India's consumer appeal; however, inequality and poverty will remain key challenges for the nation.

Euromonitor's India 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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