

Iran in 2040: The Future Demographic

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Abstracts

Population growth will be driven by natural increase as net migration rates remain negative in 2021-2040. The ageing trend is set to accelerate with rapid growth in the 70+ age cohorts. Consumer trends will transform, and state resources will come under pressure as the age composition becomes more top heavy. Urban shift will be swift, creating further challenges. A swelling population and economic growth mean that there is potential for Iran to become an increasingly appealing consumer market.

Euromonitor's Iran 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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