

Ireland in 2040: The Future Demographic

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Date: May 2024

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: IA85B665CF7EN

Abstracts

Population growth in Ireland from 2021-2040 will result from positive natural change and positive net migration. The stable fertility rate and birth rate above the regional average will create strong opportunities for child-related goods and services in 2040. Quality healthcare and rising living standards will support ageing, with a rise in the 65+ population shaping consumer trends. Ongoing urbanisation and population growth will make Ireland an attractive consumer market in 2040.

Euromonitor's Ireland 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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