

# Italy in 2040: The Future Demographic

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## Abstracts

Depopulation in Italy from 2021-2040 will result from negative natural change, with positive net migration unable to reverse this demographic trend. While urbanisation continues, significant cities will contract, in line with the shrinking population. A high standard of living and healthcare will drive ongoing ageing, with the rising 65+ population shaping consumer trends. A large population and relatively high income levels will increase Italy's appeal as a consumer market in 2040.

Euromonitor's Italy 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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