

Kenya in 2040: The Future Demographic

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Abstracts

Population expansion Kenya in 2021-2040 will be driven exclusively by positive rates of natural change. While ageing will quicken over this timeframe, Kenya will remain an overwhelmingly young country and its expanding workforce has the potential to generate an economic dividend. Urbanisation will be rapid but the urban population share will remain relatively small. Kenya should become more appealing as a consumer market but high rates of poverty will subdue consumer spending.

Euromonitor's Kenya 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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