

Laos in 2040: The Future Demographic

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Abstracts

Rapid population expansion in Laos in 2021-2040 will be driven solely by positive rates of natural increase. Ageing will accelerate in the future, even though Laos will remain relatively young in a regional context due to its comparatively high birth rates. Despite rapid rates of urbanisation, the urban population will make up less than a half of the total population by 2040. Laos should become increasingly attractive as a consumer market but high levels of poverty could stunt spending power.

Euromonitor's Laos 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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