

# Latin America in 2040: The Future Demographic

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## Abstracts

Positive natural change will drive population growth across Latin America, as net migration remains negative. Ageing will remain a key trend, influenced by the falling birth rate and rising life expectancy. Urbanisation will continue, placing pressure on infrastructure while urban consumers become a key market. As the population grows and the middle class rises, Latin America will be an increasingly attractive consumer market. However, poverty will continue to challenge the region up to 2040.

Euromonitor's Latin America 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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