

Latvia in 2040: The Future Demographic

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Abstracts

Natural decrease will be the main driver of depopulation in Latvia in 2021-2040. Low birth rates and climbing longevity will result in an acceleration of ageing, impacting consumers trends and placing an increasing burden on state resources. Latvia's appeal as a consumer market has the potential to grow as prosperity increases, although the current cost of living crisis will be a challenge.

Euromonitor's Latvia 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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