

# Latvia in 2030: The Future Demographic

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## Abstracts

Low birth rates will be the main driver of depopulation in Latvia up to 2030, while negative net migration will also contribute. Latvia will become the third oldest regional country by 2030 as the ageing trend accelerates, putting additional pressure on state resources and transforming the consumer landscape further. Urban population, although in decline, will increase its share in total population, while Riga's population will drop at the slowest pace out of the major cities up to 2030.

Euromonitor's Latvia in 2030: 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.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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