

Lithuania in 2040: The Future Demographic

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Abstracts

After a brief period of expansion, depopulation will resume in Lithuania in 2023-2040, as net migration turns negative once more, and natural decrease continues. Ageing will accelerate, impacting consumer trends and placing increased pressure on state resources. Despite a shrinking populace, escalating levels of income should increase Lithuania's appeal as a consumer market, although the rising cost of living will dampen consumer expenditure in the near-term.

Euromonitor's Lithuania 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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