

# Middle East and Africa in 2040: The Future Demographic

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## Abstracts

Population growth between 2021-2040 will be driven by positive natural change, as the region remains the second most populous in the world. Ongoing urbanisation will lead to growth in major cities while placing pressure on infrastructure, creating housing shortages. Living standards and healthcare improvements will increase life expectancy while the population above 65+ grows. However, the region will continue to have a low median age of 24.1 years, shaping consumer trends and markets in 2040.

Euromonitor's Middle East and Africa 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.

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

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

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