

# Morocco in 2040: The Future Demographic

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## Abstracts

Population growth between 2021-2040 results from positive natural change as net migration remains negative. Rising living standards and healthcare improvements will increase life expectancy, while significant growth in the 65+ population will influence consumer trends and spending. Ongoing urbanisation will create business opportunities while placing pressure on infrastructure. The rising middle class and growing consumer base will make Morocco an increasingly attractive consumer market in 2040.

Euromonitor International's Future Demographic reports provide in-depth data and analysis of population changes in 85 countries, 7 regions and a world overview. The reports offer long-term demographic forecasts to 2030, and include breakdowns of population by age and sex, vital statistics and major cities. The series provides insight into demographic trends which will shape consumer segmentation and markets in the future

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