

Morocco in 2040: The Future Demographic

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Abstracts

Natural increase will be the sole driver of population growth in Morocco in 2019-2040, as net migration remains negative. Ageing will accelerate as birth rates drop further and longevity climbs, transforming consumer trends somewhat as population composition alters. Urbanisation will continue to be swift and Morocco will remain one of the more urbanised regional countries. Morocco is set to become an increasingly attractive consumer market as its population and middle class increase up to 2040.

Euromonitor's Morocco 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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