

New Zealand in 2040: The Future Demographic

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Date: October 2021

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: N159BED1E9FEN

Abstracts

Net migration will be the main driver of rapid population expansion in New Zealand in 2020-2040, while natural increase will also contribute. The ageing trend will hasten, impacting consumer trends and state resources, as older age cohorts grow significantly. Nearly a third of the population will be made up of immigrants in 2040, creating a diverse market. Urbanisation will be swift with Auckland expanding quickly.

Euromonitor's New Zealand 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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Contents

New Zealand in 2040
Key Findings (1)
Key Findings (2)
New Zealand and the World in 2040
Population Past, Present and Future
Ageing
Men and Women
Marriage and Divorce
Births and Fertility
Life Expectancy and Deaths
Health
Migration
Diversity
Urbanisation
Cities

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