

# North America in 2030: The Future Demographic

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### **Abstracts**

In 2030, the population of North America will reach 401 million, an increase of 12.2% from 2015. North America will be the third oldest region in the world in 2030 when its 65+ population will make up over a fifth of the population. Positive, albeit slowing, natural change and rising net migration will ensure that the population experiences moderate growth in 2015-2030

Euromonitor's North America in 2030: 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.

#### Why buy this report?

Get a detailed picture of the Consumer Lifestyles market; Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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



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