

Norway in 2040: The Future Demographic

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Date: June 2023

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: NDE2236EC71EN

Abstracts

Strong population expansion in Norway in 2021-2040 will be driven by a combination of natural increase and net migration. Ageing will accelerate impacting consumer trends, while state resources will be further strained. Rapid urban growth will continue, with Oslo remaining the dominant city in terms of population and consumer expenditure. Norway's swelling populace and relative prosperity ensure that it will remain an appealing consumer market.

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