

# Norway in 2040: The Future Demographic

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## 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.

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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