

# Panama in 2040: The Future Demographic

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## Abstracts

The population increase in Panama from 2021 to 2040 will be driven by positive natural change, with births outweighing deaths. Improved living standards and the arrival of retired migrants will drive ageing, with the rise of a senior demographic impacting consumer trends and spending in 2040. Cities will expand as urbanisation continues, making urban citizens vital to consumer businesses. The surging population and strong economy will make Panama an attractive consumer market in 2040.

Euromonitor's Panama 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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