

Peru in 2040: The Future Demographic

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Abstracts

Natural increase will be the key driver of population expansion in Peru in 2021-2040. As the ageing trend accelerates consumer trends will be impacted and state resources will be put under further pressure. Urbanisation will continue at a rapid pace. Peru's expanding population and increasing incomes should elevate its attractiveness as a consumer market but challenges, including high rates of poverty and inequality, will reduce potential consumer purchasing power.

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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