

# The Philippines in 2040: The Future Demographic

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## Abstracts

Natural increase will drive rapid population expansion in the Philippines in 2021-2040. While the ageing trend will quicken, impacting consumer trends to some extent, the country will remain relatively young in a regional context. Swift urbanisation will continue, and Metro Manila will remain the main consumer market. A surging population and rising incomes mean that the Philippines will become an increasingly attractive consumer market, however poverty will limit consumer spending for many.

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