

Portugal in 2040: The Future Demographic

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Abstracts

Natural decrease will drive depopulation in Portugal in 2021-2040, in spite of positive net migration. Ageing will hasten, affecting consumer trends and placing a further burden on state resources. Despite depopulation, Portugal should become increasingly attractive as a consumer market due to rising incomes, however inequality and high unemployment levels will limit purchasing power for many.

Euromonitor's Portugal 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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