

Serbia in 2040: The Future Demographic

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Abstracts

Depopulation in Serbia from 2021-2040 will be the result of the rising death rate and reduced births. Improved living standards and declining births will see ageing continue, with over a quarter of the population being 65+ by 2040. The rural population will continue to decrease as citizens migrate to cities for employment opportunities, with a rise in women entering the workforce. Ongoing urbanisation and increased disposable incomes will aid Serbia's appeal as a consumer market in 2040.

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Euromonitor's Serbia 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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