

# Singapore in 2040: The Future Demographic

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## Abstracts

After a few years of decline, Singapore's population will expand in 2023-2040 due to positive net migration, while natural increase will contribute up to 2033. Ageing will be a key demographic shift up to 2040 as the 80+ cohorts expand rapidly, putting pressure on public resources and impacting consumer trends. Its expanding populace and prosperity will ensure Singapore becomes increasingly appealing as a consumer market up to 2040, however inequality will rise.

Euromonitor's Singapore 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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