

# Slovenia in 2040: The Future Demographic

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## Abstracts

Depopulation in Slovenia from 2021-2040 will be the consequence of the climbing death rate, partnered with a decline in births. Ageing will be a central theme shaping demographics, with rising living standards resulting in over a quarter of the population being 65+ by 2040. The rural population will decline as citizens migrate to cities for employment and educational opportunities. Ongoing urbanisation will aid Slovenia's appeal as a consumer market.

Euromonitor's Slovenia 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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