

South Africa in 2040: The Future Demographic

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Abstracts

Population expansion in South Africa will be propelled predominantly by natural increase up to 2040. Declining birth rates and rising longevity will encourage ageing; however, life expectancy will stay relatively low, and the country will remain young from a global perspective. Urban shift will be rapid, as Johannesburg remains the dominant city. A swelling population and rising prosperity should increase the country's appeal as a consumer market, though extremely high inequality will persist.

Euromonitor's South Africa 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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