

# South Korea in 2040: The Future Demographic

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## Abstracts

After peaking in 2020, South Korea's population will decline up to 2040 driven by natural decrease. Ageing will continue to be an important demographic theme, supported by low fertility and birth rates and climbing longevity, impacting consumer trends and putting pressure on state resources. Despite depopulation, the country's significant populace, strong economy and growing affluence mean that it should continue to be an appealing consumer market.

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