

# Sweden in 2040: The Future Demographic

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## Abstracts

Strong rates of net migration and natural increase will drive rapid population expansion in Sweden in 2021-2040. Ageing will accelerate over this timeframe as longevity climbs, but Sweden will remain younger than average in a regional context due to its relatively high birth rate. A growing, strongly urbanised and relatively affluent populace mean that Sweden should continue to be an appealing consumer market.

Euromonitor's Sweden 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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