

Switzerland in 2040: The Future Demographic

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Abstracts

In 2021-2040, net migration will be the main driver of population expansion in Switzerland. Ageing will accelerate up to 2040, as life expectancy rises and birth rates remain low, impacting consumer inclinations and placing further pressure on state resources. As urban shift continues, Zurich's populace will remain the largest and most affluent. Its swelling population and high and rising incomes will ensure that Switzerland remains an extremely attractive consumer market up to 2040.

Euromonitor's Switzerland 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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