

Tanzania in 2040: The Future Demographic

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Abstracts

Positive, yet declining, rates of natural change will drive population expansion in Tanzania in 2021-2040. Ageing will accelerate but the country will remain overwhelming young in a global context due to high fertility and birth rates. Urbanisation will be rapid and Dar es Salaam will remain the dominant city. A surging populace and rising prosperity will make Tanzania increasingly attractive as a consumer market, however elevated poverty will restrict spending for many.

Euromonitor's Tanzania 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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Contents

- Introduction
- Key Findings (1)
- Key Findings (2)
- Summary
- Tanzania and the World in 2040
- Population Past, Present and Future
- Ageing
- Men and Women
- Marriage and Divorce
- Births and Fertility
- Life Expectancy and Deaths
- Health
- Migration
- Diversity
- Urbanisation
- Population Segmentation

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