

# Thailand in 2040: The Future Demographic

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## Abstracts

Negative natural change will drive depopulation across 2021-2040, with positive net migration unable to reverse this trend. Ageing will accelerate, impacting consumer spending habits as Thailand remains one of the oldest countries in the region. Urbanisation will continue to be rapid, creating business opportunities while shaping consumer trends. While the rising middle class will increase Thailand's appeal as a consumer market, poverty will remain a key challenge for the nation.

Euromonitor's Thailand 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  
Thailand 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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