

# Uganda in 2040: The Future Demographic

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## Abstracts

Uganda's population will increase rapidly in 2021-2040 due to strong rates of natural increase. It will continue to be one of the youngest countries in the world due to high birth rates and low life expectancy. A huge surge in population should make Uganda increasingly attractive as a consumer market, however incomes in Uganda will remain comparatively low, limiting consumer spending power.

Euromonitor's Uganda 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.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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## Contents

- Introduction
- Key Findings (1)
- Key Findings (2)
- Summary
- Uganda 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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