

# The USA in 2040: The Future Demographic

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## Abstracts

Though being impacted by the Coronavirus (COVID-19) pandemic, net migration is expected to remain positive and will drive population growth in the USA in 2019-2040. Ageing will quicken, with 70+ age cohorts growing quickly, affecting consumer trends and putting a further burden on state resources. Life expectancy will climb again, but ageing and modern sedentary lifestyles will cause a rise in certain health issues. The USA will become increasingly diverse as the number of immigrants rises.

Euromonitor's The USA 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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Use five-year forecasts to assess how the market is predicted to develop.

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## Contents

The USA in 2040  
Key findings (1)  
Key findings (2)  
The USA 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  
Cities

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