

# Uruguay in 2040: The Future Demographic

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## Abstracts

Negative net migration, accompanied by low or negative rates of natural change, will drive depopulation in Uruguay in 2021-2040. As birth rates fall and people live longer, ageing will hasten, impacting consumer trends and putting additional pressure on state resources. In spite of its shrinking populace, Uruguay should become increasingly important as a consumer market due to relatively strong and rising income levels and near complete urbanisation.

Euromonitor's Uruguay 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  
Uruguay 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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