

Western Europe: Regional Profile

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Abstracts

During 2015 the region's economy grew slightly and growth will also be marginal in 2015. The competing needs to find a resolution to the Greek crisis and governments to reduce unemployment will limit the recovery in private consumption. Meanwhile, public debt is soaring. Western Europe is ageing faster than other regions of the world and this development will also gradually reduce the pace of growth.

Euromonitor's Western Europe: Regional Profile 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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