

# World in 2040: The Future Demographic

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## Abstracts

Positive natural change will drive overall population growth across 2021-2040. Ageing is a key global trend, influenced by rising life expectancy and declining birth rates. The population aged 65+ will continue to expand, impacting global trends. Health risks include rising levels of obesity and diabetes, while access to adequate nutrition and sanitation continues to challenge some regions. Rising urbanisation will pressure infrastructure, challenging cities to offer adequate housing in 2040.

Euromonitor's World 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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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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