

South Africa in 2040: The Future Demographic

Market Direction | 2022-08-02 | 18 pages | Euromonitor

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Report description:

Population expansion in South Africa will be propelled predominantly by natural increase up to 2040. Declining birth rates and rising longevity will encourage ageing; however, life expectancy will stay relatively low, and the country will remain young from a global perspective. Urban shift will be rapid, as Johannesburg remains the dominant city. A swelling population and rising prosperity should increase the country's appeal as a consumer market, though extremely high inequality will persist.

Euromonitor's South Africa 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.

Why buy this report?

- * Get a detailed picture of the Consumer Lifestyles market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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