

## **North Macedonia in 2040: The Future Demographic**

Market Direction | 2022-09-27 | 18 pages | Euromonitor

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### **Report description:**

Depopulation is set to continue in North Macedonia up to 2040 due to natural decrease and negative net migration. As ageing occurs, consumer trends will be impacted and state resources will experience further pressure. Skopje will continue to be the dominant city, although urban growth will mainly take place in smaller urban areas. As incomes rise, the country should become an increasing attractive consumer market despite some challenges.

Euromonitor's North Macedonia 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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