

## **Households in Middle East and Africa**

Global Strategy | 2022-10-19 | 48 pages | Euromonitor

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### **Report description:**

The number of households in the Middle East and Africa region is rising rapidly, unlocking high levels of unmet potential. Rapid urbanisation and improving longevity result in a rising number of singletons and growing demand for apartments. Households are becoming more educated and home ownership is expanding as mortgages become more accessible. Nevertheless, widespread poverty and lack of urban planning lead to proliferation of slums, depriving a large share of urban dwellers...

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Product coverage: <|Products|>

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report

- Identify factors driving change now and in the future
- Understand motivation
- Forward-looking outlook
- Briefings and presentation should provoke lively discussion at senior level
- Take a step back from micro trends
- Get up to date estimates and comment

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Introduction

Regional household profiles

Regional household inhabitant profiles

Country snapshots

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