

Romania in 2040: The Future Demographic

Market Direction | 2022-12-05 | 18 pages | Euromonitor

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Report description:

Romania is set to experience continuing depopulation in 2021-2040 due to natural decrease and negative net migration. The population is set to age rapidly which will impact consumer trends and put further pressure on state resources. Urbanisation will increase although Romania will remain one of the least urbanised Eastern European countries. Romania should become an increasingly attractive consumer market due to its substantial populace, rising incomes and favourable geographical location.

Euromonitor's Romania 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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Table of Contents:

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Introduction
Key Findings (1)
Key Findings (2)
Summary
Romania and the World in 2040
Population Past, Present and Future
Ageing
Men and Women
Marriage and Divorce
Births and Fertility
Life Expectancy and Deaths
Health
Migration
Diversity
Urbanisation
Population Segmentation

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