

**Asia Pacific in 2040: The Future Demographic**

Market Direction | 2023-01-10 | 18 pages | Euromonitor

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**Report description:**

In 2040, Asia Pacific is set to remain by far the largest global region, accounting for 52% of the world's population. Due to lower birth rates and better healthcare, more economically affluent countries, such as Japan and South Korea, will be the fastest ageing ones, with significantly higher longevity rates, compared to developing Asia Pacific countries. Urbanisation is set to intensify, yet more than a quarter of urban population will prevail in slums due to shortage of adequate housing.

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

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