

Finland in 2040: The Future Demographic

Market Direction | 2023-02-13 | 18 pages | Euromonitor

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Report description:

While Finland will expand overall in 2021-2040, its population is set to decline from 2035 onwards when positive net migration rates will no longer be able to mitigate natural decrease. Ageing will impact consumer trends and state resources will be affected by a declining workforce and growth in retirees. Urban shift will be swift with Helsinki continuing to dominate the urban landscape. Finland should continue to be an appealing consumer market due to its relatively affluent populace.

Euromonitor's Finland 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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