

**Latvia in 2040: The Future Demographic**

Market Direction | 2023-05-11 | 18 pages | Euromonitor

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**Report description:**

Natural decrease will be the main driver of depopulation in Latvia in 2021-2040. Low birth rates and climbing longevity will result in an acceleration of ageing, impacting consumers trends and placing an increasing burden on state resources. Latvia's appeal as a consumer market has the potential to grow as prosperity increases, although the current cost of living crisis will be a challenge.

Euromonitor's Latvia 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:****Scotts International. EU Vat number: PL 6772247784**

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Introduction

Key Findings (1)

Key Findings (2)

Summary

Latvia 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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