

The US: Consumer Profile

Global Strategy | 2023-06-22 | 45 pages | Euromonitor

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Report description:

Through to 2040, the US demographic profile is expected to tilt towards childless households, influenced by low birth rates and an ageing population. The US is set to remain the global leader in terms of luxury spending, yet widening income inequality is set to add to a larger lower-income class. Sun Belt states, buoyed by solid economies and affordable living, will attract both domestic and foreign migrants, while cities like Chicago see stalling population growth due to high living expenses.

The United States: Consumer Profile report offers a concise insight into the country's socioeconomic data, presenting a strategic snapshot of the consumer landscape today and in the future. It provides insights on population demographics, income and expenditure, and household composition, illustrated with Voice of the Consumer: Lifestyles Survey. Geared towards strategists and planners, the Country Consumer Profile report uncovers opportunities in the evolving consumer segments.

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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