

## **The US: Consumer Profile**

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

### **AVAILABLE LICENSES:**

- Single User Licence €1100.00
- Multiple User License (1 Site) €2200.00
- Multiple User License (Global) €3300.00

### **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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Introduction  
Population and society  
Households and homes  
Income and expenditure  
Lifestyles  
Conclusion

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## The US: Consumer Profile

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1100.00
	Multiple User License (1 Site)	€2200.00
	Multiple User License (Global)	€3300.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-06
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com