

Guatemala in 2040: The Future Demographic

Market Direction | 2023-09-08 | 18 pages | Euromonitor

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Report description:

Rapid population expansion in Guatemala in 2021-2040 will be led by strong, yet declining, rates of natural change. Ageing is set to accelerate further, although Guatemala will continue to be young regionally due to historically high birth rates. Swift urbanisation will continue as all major cities expand quickly. Guatemala should become more attractive as a consumer market due to its escalating population and incomes, however elevated levels of poverty limit purchasing power.

Euromonitor's Guatemala 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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