

## **Ukraine in 2040: The Future Demographic**

Market Direction | 2023-09-28 | 18 pages | Euromonitor

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### **Report description:**

Ukraine's population will plummet in 2021-2040 as a result of millions leaving the country in 2022-2024, following the commencement of the war, triggering a demographic crisis in the country. At the same time, natural increase will remain negative for the entire timeframe. Ageing will be a key trend over this timeframe, as all age cohorts under 50-years decline, and 70+ groups grow rapidly, impacting consumer trends and putting further pressure on state resources.

Euromonitor's Ukraine 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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