

Global Population Trends

Global Strategy | 2023-08-01 | 48 pages | Euromonitor

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Report description:

Ageing, urbanisation and migration remain the major drivers shaping the global population. The number of seniors worldwide was increasing in 2022 and is expected to continue growing to 2040. The number of births is declining globally due to falling fertility rates, later marriages and other factors influencing lifestyle changes. The end of COVID-19 restrictions, political unrest and the search for better living conditions continue to encourage increasing mobility and migration around the world.

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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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