

Eastern Europe in 2040: The Future Demographic

Market Direction | 2023-12-20 | 17 pages | Euromonitor

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Report description:

Driven mainly by natural decrease Eastern Europe will be the only world region to experience depopulation in 2021-2040. Ageing will remain a significant trend over the timeframe, impacting the consumer landscape and putting pressure on government finances. Urbanisation will intensify even though nine of the largest cities are set to decline in size.

Euromonitor's Eastern Europe 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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