

Estonia in 2040: The Future Demographic

Market Direction | 2023-11-14 | 18 pages | Euromonitor

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Report description:

Depopulation in Estonia in 2021-2040 will be driven by natural decrease. Ageing will be a key trend, impacting consumer trends and putting further pressure on state resources. Urbanisation will slow slightly while Tallinn remains the dominant city. Despite its relatively small and diminishing population, Estonia should become increasingly attractive to consumer businesses in the future due to its relative prosperity and rising incomes.

Euromonitor's Estonia 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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