

Norway in 2040: The Future Demographic

Market Direction | 2023-06-06 | 18 pages | Euromonitor

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Report description:

Strong population expansion in Norway in 2021-2040 will be driven by a combination of natural increase and net migration. Ageing will accelerate impacting consumer trends, while state resources will be further strained. Rapid urban growth will continue, with Oslo remaining the dominant city in terms of population and consumer expenditure. Norway's swelling populace and relative prosperity ensure that it will remain an appealing consumer market.

Euromonitor's Norway 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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