

## **Asia Pacific in 2040: The Future Demographic**

Market Direction | 2024-01-31 | 17 pages | Euromonitor

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### **Report description:**

Asia Pacific's population is set to expand in 2021-2040, driven by positive, yet declining, rates of natural change. The ageing trend is set to accelerate, impacting consumer trends, though the region will remain relatively young in terms of its median age. Urbanisation will continue to be rapid and further growth in the mega cities will bring challenges. Increasing prosperity will increase the consumer market appeal of many countries, but poverty will remain a key challenge in many areas.

Euromonitor's Asia Pacific 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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### **Table of Contents:**

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Introduction  
Key Findings (1)  
Key Findings (2)  
Summary  
Asia Pacific and the World in 2040  
Population Past, Present and Future  
Ageing  
Men and Women  
Marriage and Divorce  
Births and Fertility  
Life Expectancy and Deaths  
Health  
Migration  
Urbanisation  
Population Segmentation

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