

## **Middle East and Africa in 2040: The Future Demographic**

Market Direction | 2022-11-24 | 18 pages | Euromonitor

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### **Report description:**

Middle East and Africa is set to remain the second most populous region in the world. Coupled with advancing living standards, the highest birth rates globally will lead to further population expansion, at 46% over 2021-2040. With median age of 24.1 years, the region will remain the youngest globally, yet improving longevity will lead to upsurge of people aged 65+. Rapid urbanization will spur growth of major regional cities, such as Dar es Salaam, yet adding to proliferation of slums.

Euromonitor International's Future Demographic reports provide in-depth data and analysis of population changes in 85 countries, 7 regions and a world overview. The reports offer long-term demographic forecasts to 2030, and include breakdowns of population by age and sex, vital statistics and major cities. The series provides insight into demographic trends which will shape consumer segmentation and markets in the future

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Future Demographics 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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