

## **Poland in 2040: The Future Demographic**

Market Direction | 2024-02-26 | 18 pages | Euromonitor

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### **Report description:**

Depopulation in Poland from 2021-2040 will be the result of negative natural change, with rising death rates and reduced births. Ageing will continue, with almost a quarter of the population being 65+ by 2040. Women will increasingly aim to establish a career before family planning, driving up the age of mothers at childbirth. Ongoing urbanisation and rising income levels will increase Poland's appeal as a consumer market.

Euromonitor's Poland 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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