

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

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

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### **Report description:**

Rising life expectancy and positive natural change will drive population growth in Turkey. Ageing will continue, with the population above 65 rising while under-14s decline. However, the large number of children in the country will make Turkey an attractive market for the child segment. Urbanisation will increase, particularly in Istanbul, with internal migration driven by career opportunities. A rising population and expanding middle class will make Turkey an attractive consumer market in 2040.

Euromonitor's Turkey 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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