

Japan in 2040: The Future Demographic

Market Direction | 2024-03-18 | 18 pages | Euromonitor

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Report description:

Depopulation in Japan from 2021-2040 results from negative natural change, with positive net migration unable to reverse this trend. A quality healthcare system and living standards drive ongoing ageing, with a significant 65+ population shaping consumer trends and creating targeted business opportunities. While urbanisation rises, major cities will contract while Tokyo remains the economic hub. A large population and solid economic prospects makes Japan an attractive consumer market in 2040.

Euromonitor's Japan 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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