

Brazil in 2040: The Future Demographic

Market Direction | 2024-03-25 | 18 pages | Euromonitor

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Report description:

Population growth in Brazil between 2021-2040 will result from positive natural change, as net migration declines. Rising living standards and the falling birth rate will drive ageing, placing pressure on healthcare services, while the rise in seniors will shape consumer trends. Urbanites will remain a key consumer group as urbanisation rises. While the large population helps Brazil become an increasingly attractive consumer market, poverty and inequality will challenge the nation in 2040.

Euromonitor's Brazil 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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Brazil 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

Diversity

Urbanisation

Population Segmentation

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