

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

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

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### **Report description:**

Population growth in Ghana between 2021 and 2040 will be driven by positive natural change, as net migration remains negative. Ongoing urbanisation will place pressure on infrastructure, while improvements in living standards will increase life expectancy. While the fertility rate falls, population growth will lead to a higher number of live births in 2040, driving growth in child-related segments. The population will remain young, with a median age of 25.6 shaping consumer trends in 2040.

Euromonitor's Ghana 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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