

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

Market Direction | 2024-03-27 | 18 pages | Euromonitor

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### **Report description:**

From 2021-2040, population growth in India will be driven by positive natural change, despite the falling birth rate. While ageing will accelerate and impact consumer trends, the country will continue to have a relatively young median age. While urbanisation will rise, over half the population will live in rural areas in 2040. A vast consumer base and economic growth will increase India's consumer appeal; however, inequality and poverty will remain key challenges for the nation.

Euromonitor's India 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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### **Table of Contents:**

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Introduction  
Key Findings (1)  
Key Findings (2)  
Summary  
India 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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