

Thailand in 2040: The Future Demographic

Market Direction | 2024-04-03 | 18 pages | Euromonitor

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Report description:

Negative natural change will drive depopulation across 2021-2040, with positive net migration unable to reverse this trend. Ageing will accelerate, impacting consumer spending habits as Thailand remains one of the oldest countries in the region. Urbanisation will continue to be rapid, creating business opportunities while shaping consumer trends. While the rising middle class will increase Thailand's appeal as a consumer market, poverty will remain a key challenge for the nation.

Euromonitor's Thailand 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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