

Vietnam in 2040: The Future Demographic

Market Direction | 2024-04-08 | 18 pages | Euromonitor

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Report description:

The population increase in Vietnam from 2021-2040 will be driven by positive natural change, as births outweigh deaths. Improved living and healthcare standards will support ageing, driving growth in the 65+ population. Cities will expand as urbanisation rises, placing pressure on infrastructure. A large and growing population will make Vietnam an increasingly attractive consumer market in 2040; however, inequality and poverty will continue to challenge the nation.

Euromonitor's Vietnam 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
Vietnam 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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