

## **Latin America in 2040: The Future Demographic**

Market Direction | 2024-04-05 | 17 pages | Euromonitor

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### **Report description:**

Positive natural change will drive population growth across Latin America, as net migration remains negative. Ageing will remain a key trend, influenced by the falling birth rate and rising life expectancy. Urbanisation will continue, placing pressure on infrastructure while urban consumers become a key market. As the population grows and the middle class rises, Latin America will be an increasingly attractive consumer market. However, poverty will continue to challenge the region up to 2040.

Euromonitor International's Future Demographic reports provide in-depth data and analysis of population changes in 85 countries, 7 regions and a world overview. The reports offer long-term demographic forecasts to 2030, and include breakdowns of population by age and sex, vital statistics and major cities. The series provides insight into demographic trends which will shape consumer segmentation and markets in the future

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Future Demographics 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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