



**Euromonitor
International**

Global Population Trends

August 2023

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POPULATION TODAY

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Seniors maintain their status in population composition
Rapid urbanisation results in major traffic congestion
Increased migration from Eastern Europe to flee conflict

GLOBAL OUTLOOK

Milestone of nine billion citizens brings own set of challenges
Urbanisation to the forefront in Middle East and Africa
Generation Alpha will take the reins in shaping consumption trends by 2040
Medium-to-long-term strategies should aim at appealing to Gen Alpha's values
Global birth rates are forecast to keep declining over the next two decades
Despite rising life expectancy, health issues continue to pose a threat

TOP FIVE POPULATION TRENDS

Top population trends for economies, businesses and consumers
Living longer, but not better: More problems affecting mental and physical health
Mental health checks: The interface between mental health and technology
Urban Expansion: Rapid expansion of city hubs shapes urban development
BVG Jelbi integrating mobility into a one-stop application for Berliners
Pandemic baby bust: Declining birth rates threaten Asian economic growth
Japanese government playing matchmaker
Singles Unite: Shift from family orientated to solo-minded
Jendaya shows that "just for me" options are gaining ground in emerging markets
The great migration: Diversity and connectivity transcend boundaries
AirAsia Super App provides a comprehensive travel and lifestyle platform
Five key population trends

RANKINGS OF KEY INDICATORS

Total population
Population aged 0-14 years
Population aged 15-64 years
Population aged 65+ years
Median age of population
Urban population
Population density
Net migration
Births
Life expectancy at birth
Health
Cities

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- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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