



**Euromonitor  
International**

# Milan in Italy

July 2024

Table of Contents

## HEADLINES

### CITY SCORECARD

Chart 1 - Milan City Scorecard Rankings Among 189 Western Europe Cities

### CITY SCORECARD REGIONAL AND COUNTRY RANKINGS

Summary 1 - City Scorecard Compared to and 2023

### POPULATION

Chart 2 - Key Milan Population Indicators Compared to Italy and Western Europe 2023

Chart 3 - Milan Population Growth Compared to Italy and Western Europe 2018-2028

Chart 4 - Milan Growth Index of Population Aged 0-14, 15-64 and 65+ Year-Olds 2018-2028

Chart 5 - Milan Population by Age and Sex 2023

### CONSUMER EXPENDITURE

Chart 6 - Milan Consumer Expenditure per Capita Compared to Italy and Western Europe 2018-2028

Chart 7 - Milan Consumer Expenditure Structure 2023

### DIGITAL CONSUMER

Chart 8 - Key Milan Digital Consumer Statistics Compared to Italy and Western Europe 2023

Chart 9 - Digital Consumer Historic Growth and Forecasts in Milan 2018-2028

### WEALTH

Chart 10 - Milan Disposable Income per Household Compared to Italy and Western Europe 2018-2028

Chart 11 - Number of Households by Disposable Income Band in Milan 2018/2023/2028

Chart 12 - Wealthy Consumers: Number of Households with Disposable Income Over USD150,000 in Milan: 2018-2028

### POSSESSION OF HOUSEHOLD DURABLES

Chart 13 - Milan Household Possession of Kitchen Durables Compared to Italy and Western Europe 2023: % of Households

Chart 14 - Milan Possession of Entertainment Electronics Compared to Italy and Western Europe 2023: % of Households

Chart 15 - Milan Household Possession of Other Durables Compared to Italy and Western Europe 2023: % of Households

### ECONOMY

Chart 16 - Milan GDP per Capita Compared to Italy and Western Europe 2018-2028

Chart 17 - Milan Real GDP Growth Compared to Italy and Western Europe 2018-2028

Chart 18 - Milan Inflation Compared to Italy and Western Europe 2018-2028

### LABOUR

Chart 19 - Milan Labour Indicators Compared to Italy and Western Europe 2023

Chart 20 - Economically Active Population and Unemployment Rate in Milan 2018-2023

Chart 21 - Milan Labour Productivity Compared to Italy and Western Europe 2018-2023

### TRANSPORT

Chart 22 - Number of Airport Passengers in Milan 2018-2023

Chart 23 - Automotive Circulation in Milan 2018-2023

Chart 24 - Milan Transport Possession Compared to Italy and Western Europe 2023: % of Households

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **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.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/milan-in-italy/report](http://www.euromonitor.com/milan-in-italy/report).