



Euromonitor
International

Global Population Trends

August 2023

Table of Contents

INTRODUCTION

- Scope
- Key findings
- Global population snapshot
- Five key population trends
- Areas of opportunity

POPULATION TODAY

- Global population in 2022: Summary
- Middle East and Africa recording the strongest population growth
- 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

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/global-population-trends/report.