



**Euromonitor
International**

Global Income and Expenditure Trends

October 2023

Table of Contents

INTRODUCTION

Scope
Key findings
Global income and expenditure snapshot
Key trends in brief
Areas of opportunity

INCOME AND EXPENDITURE TODAY

Global income and expenditure in 2022: Summary
Consumer expenditure rises despite cost-of-living challenges
Rising costs of living impact various income groups differently
Income polarisation is growing
Expenditure on hotels and catering is still below pre-pandemic levels

GLOBAL OUTLOOK

Slowdown in global income growth over the period to 2040
Millennials will be the most affluent cohort in 2040
Population aged 65+ to be predominant in the top income band
Middle class expansion is set to slow
Education, food and hospitality to see the fastest growth

TOP FIVE INCOME AND EXPENDITURE TRENDS

Top five trends impacting economies, companies and consumers
Sluggish income growth sparks a shift in spending priorities
Shwapno expands to meet the growing demand of Bangladeshi urbanites
Gen Z spending set to focus on housing, health and leisure
McDonald's Sweden launches a couples offer to encourage in-person dating
Saving is en vogue again
Kaufland: Mixing sustainability and health and wellness into private label assortment
Income gap widens around the world
Virtual counsellor myKlovr bridges gaps between college, career and innovation
Emerging and developing Asia will be doing well
YouKuai's plant-based food brand Zrou set for expansion
Key trends in brief

RANKINGS OF KEY INDICATORS

Consumer expenditure
Consumer expenditure by urban/rural split
Consumer expenditure by category
Population by income
Average income by age
Income by gender
Social classes
Wealth and high-net-worth individuals (HNWIs)

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/global-income-and-expenditure-trends/report.