



Euromonitor  
International

# Global Population Trends

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- Global population snapshot
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- 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

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