

# Global Population Trends

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## INTRODUCTION

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Global population snapshot  
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## 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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