Euromonitor International

Global Overview of Income and Expenditure

June 2026

Table of Contents

INTRODUCTION

Key findings
Steering through shifting consumer economics
Our expert’s view of Income and Expenditure in 2025
Top five trends in Income and Expenditure
Top five trends uncovered
Drivers of consumer markets and impact on Income and Expenditure

STATE OF INCOME AND EXPENDITURE

Global income and expenditure in 2025: Summary
Geopolitical turmoil stalls income growth and increases inequality
Lower-income earners face a high impact from turbulence
Save Mart launches the “Right By You” affordability promise
Global wealth market grows, led by the US
Rolex certified pre-owned - the "Legacy Reborn" global push
Asia Pacific drives global consumer spending growth
Amidst turmoil and uncertainty, consumers prioritise health and wellness
Maui Jim Ho’okipa Ultra promotes health-driven sunglasses
Essential spending grows steadily, led by a strive towards strategic consumption

FUTURE OUTLOOK

Relatively stable global income growth through to 2040
Mature consumers are getting more populous and K-shaped
Penny Italia Foreveryou : A distinct proposition for a growing, overlooked consumer
Geopolitical factors today impact social class dynamics of tomorrow
Consumers will spend significantly more on food and drinks in 2040
Fuelling focus: Mosh’s mission-driven entry into cognitive nutrition
All eyes on spending in Asia Pacific
A closer look at the future consumer in India
Key facts that describe the spending landscape to 2040

CONCLUSION

Leveraging consumer income and expenditure shifts for future growth
Opportunities for growth
Our expert’s view of Income and Expenditure in the future

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-overview-of-income-and-expenditure/report.