



Euromonitor
International

Global Overview of Population

October 2026

Table of Contents

KEY FINDINGS

Population snapshot in 2025

Key findings

A larger world is becoming an older one

Our expert's view of population in 2025

INTRODUCTION

Top five trends in population

Top five trends uncovered

Drivers of consumer markets and impact on population

POPULATION TODAY

Population growth continues, but at different speeds

Growth, transition and decline now coexist

Declining birth rates reshape the size of future consumer cohorts

Multicultural populations are becoming mainstream

Millennials enter consequential spending years

Samsung helps caregivers maintain the care receiver's independence

Baby Boomers are taking a respectable position in the consumer pool

Liseberg reimagines older age group as active and thrill-seeking

FUTURE OUTLOOK

Global population growth continues, but more countries move into population decline

The global population map becomes more uneven

Longer life does not mean proportionately healthier life

Gen Z influence expands with adulthood

Gen Alpha's scale is concentrated

CJ Cheiljedang's Pookie Rookie emphasises clean label and quality to assure parents

Spriggy Australia: Winning Gen Alpha loyalty through family missions

The 2040 consumer: Older, more urban, less predictable

CONCLUSION

Demographic divergence creates a demanding strategic position

Opportunities for growth

Our expert's view of population to 2040

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-population/report.