



# Global Overview of Income and Expenditure

November 2024

Table of Contents

## GLOBAL OVERVIEW FOR INCOME AND EXPENDITURE

Our expert's view of Income and Expenditure in 2023

Key findings

### INTRODUCTION

Inflation keeps threatening consumer income and expenditure

Top five trends in Income and Expenditure

Top five trends uncovered

Drivers of consumer markets and impact on Income and Expenditure

### INCOME AND EXPENDITURE TODAY

Global income and expenditure in 2023: Summary

Rebound in global consumer income growth in 2023 and 2024

The compounded effect of rising living costs

Strong growth in global wealth adds to rise in income polarisation

Spending shifts towards cautious and conscious choices

Asia Pacific drives global consumer spending growth

Experience More megatrend drives spending on hotels and catering

### FUTURE OUTLOOK

Relatively stable global income growth through to 2040

Asians to increase their already high savings ratio

Social class E to become larger and older

Health, housing and leisure are top spending areas for high-income earners

Navigating consumer spending shifts with granular insights

All eyes on spending in Asia Pacific

Consumers will spend significantly more on food and drinks in 2040

### CONCLUSION

Leveraging consumer income and expenditure shifts for future growth

Opportunities for growth

Our expert's view of Income and Expenditure to 2040

### RANKINGS OF KEY INDICATORS

Consumer expenditure by region and country

Consumer expenditure by urban/rural split

Consumer expenditure by category

Consumer expenditure in selected categories

Population by income band

Gross 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-overview-of-income-and-expenditure/report](http://www.euromonitor.com/global-overview-of-income-and-expenditure/report).