



Global Cities Trends

March 2024

Table of Contents

INTRODUCTION

Scope
Key findings
Top trends in brief
Global cities snapshot
Areas of opportunity

CITIES TODAY

World cities in 2023: Summary
Urban areas in China, Ireland and the US enjoy robust economic growth
Cities in developing Asia and Europe exhibit strongest growth in disposable incomes
High necessities spending and inequality limit discretionary outlays in sub-Saharan Africa

CITIES OUTLOOK

Cities in developing markets to house over 80% of the world's urban population by 2040
Rapid urbanisation in African countries will strain urban infrastructure and public services
East Asian cities to experience the largest ageing shift
Pockets of growth to be found in rapidly emerging Asia and Latin America
Most affluent cities to remain concentrated in the US, despite large income gaps
Rising middle class in developing cities to drive discretionary spending opportunities
Number of USD100 billion+ consumer markets to more than double in emerging economies

TOP FIVE CITIES' TRENDS

Top global trends shaping cities
Digital and connected cities
Accelerating climate action
Strategic urban planning
Seamless and clean mobility
Cities of the future

RANKINGS BY INDICATOR

GDP ranking
Disposable income ranking
Disposable income by band ranking
Consumer expenditure ranking
Population ranking

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-cities-trends/report.