



Euromonitor  
International

# Global Overview of Income and Expenditure

May 2025

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Our expert's view of income and expenditure in 2025

Key findings

## INTRODUCTION

Uncertainty is affecting 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 2024: Summary

Geopolitical uncertainty stalls income growth and increases inequality

Lower-income earners face a greater impact from turbulence

Global wealth market grows, led by the US

Asia Pacific drives global consumer spending growth

Amidst turmoil and uncertainty, consumers prioritise health and wellness

Essential spending grows steadily, led by a strive towards strategic consumption

## FUTURE OUTLOOK

Relatively stable global income growth through to 2040

## FUTURE OUTLOOK

Mature consumers are getting more affluent and populous

Global middle-class consumption gravitates from conspicuous to values-based

Geopolitical factors today impact social class dynamics of tomorrow

Consumers will spend significantly more on food and drinks in 2040

All eyes on spending in Asia Pacific

A closer look at the future consumer in China

## 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)

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