

Big Shifts Ahead: Demographic Clarity for Business

The world is changing, and so are the people who live in it. As the population grows and ages, businesses need to be prepared for the demographic shifts that are taking place. Understanding these changes can help businesses make strategic decisions that will allow them to remain competitive in the years to come.

The Aging Population

One of the most significant demographic shifts is the aging population. In the United States, the number of people over the age of 65 is expected to increase from 46 million in 2016 to 98 million by 2060. This means that businesses need to start thinking about how they will cater to the needs of an older customer base.



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by John Burns

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The aging population will have a number of implications for businesses. For example, there will be a growing demand for healthcare services, as well as products and services that are designed for older adults. Additionally, businesses will need to be prepared to deal with the challenges that come with an aging workforce.

The Rising Global Middle Class

Another major demographic shift is the rising global middle class. In 2009, there were an estimated 1.8 billion people in the global middle class. This number is expected to grow to 3.2 billion by 2020. The rising global middle class will create new opportunities for businesses, as more people will have the disposable income to purchase goods and services.

The rising global middle class will also have a number of implications for businesses. For example, businesses will need to start thinking about how they will market their products and services to a more diverse customer base. Additionally, businesses will need to be prepared to deal with the challenges that come with operating in a more globalized economy.

The Increasing Diversity of the U.S. Population

The U.S. population is becoming increasingly diverse. In 2016, the U.S. Census Bureau reported that 37% of the population was non-white. This number is expected to grow to 47% by 2060. The increasing diversity of the U.S. population will have a number of implications for businesses.

For example, businesses will need to start thinking about how they will market their products and services to a more diverse customer base. Additionally, businesses will need to be prepared to deal with the challenges that come with operating in a more diverse workforce.

How Businesses Can Prepare for Demographic Shifts

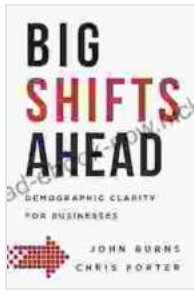
There are a number of things that businesses can do to prepare for the demographic shifts that are taking place. Here are a few tips:

- **Understand the demographic shifts that are taking place.** The first step to preparing for demographic shifts is to understand what they are and how they will impact your business.
- **Develop strategies to address the challenges and opportunities that demographic shifts will create.** Once you understand the demographic shifts that are taking place, you can start to develop strategies to address the challenges and opportunities that they will create.
- **Be flexible and adaptable.** The business landscape is constantly changing, and demographic shifts are just one of the many factors that businesses need to be prepared for. Be flexible and adaptable so that you can respond to changes in the market.

The demographic shifts that are taking place are having a significant impact on the business landscape. Businesses that are prepared for these shifts will be more likely to succeed in the years to come.

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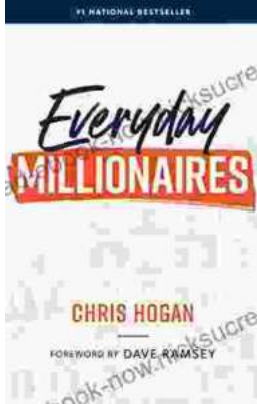


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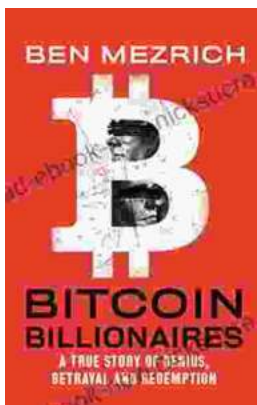
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