



## Global Demographics

“Demographics is destiny.”

-Arthur Kemp

**Thesis:** The world population is getting older. A large portion of world wealth is in the hands of the older population.

There is also a segment of the population that is directing spending on goods and services that did not exist in the 20th century like iPhones or Netflix. This is also the generation that will be the recipients of the largest wealth transfer ever in history, from the Baby Boomers to Millennials, Gen X and Y.

We believe that spending habits, based on demographics, is a long-term trend that will persist and companies that provide for this cohorts needs will be the companies of the future.

“Over the last few decades, life expectancy has increased dramatically around the globe. The average person born in 1960, the earliest year the United Nations began keeping global data, could expect to live to 52.5 years of age. Today, the average is 72.”

[BBC](#)

“Older persons (ages 65 and above) today comprise the world’s fastest growing age group. Globally, for the first time in 2018, older persons outnumbered children under the age of five, and by 2050, older persons will outnumber adolescents and youth (ages 15 to 24).”

[United Nations](#)

“By 2025 there are going to be one billion more people on the planet, 300 million of which will be people aged over 65.”

[PWC](#)

“A study shows that Millennials will hold five times as much wealth as they have today and the group is anticipated to inherit over \$68 trillion from their Baby Boomer parents by the year 2030. “

[Forbes](#)

“The Millennial generation is the largest in US history and as they reach their prime working and spending years, their impact on the economy is going to be huge.”

[Goldman Sachs](#)

**Thesis summary:** Global Demographics is a long-term trend that takes literally a generation to change. Demographic profiles of the aging population as well as the young and up-and-coming will directing spending patterns in the 21<sup>st</sup> century