

The Next Decade of Spending

**Europe's Expanding Consumer Class and
the Strategic Power of Macro Data**



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Fengler**

Co-Founder & CEO
World Data Lab



September 15th 2026



World Data Lab – A **global team**



Our Product: World Data Pro



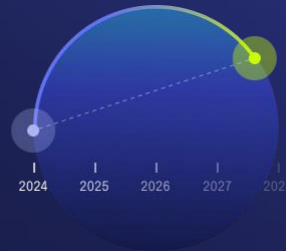
CONSUMER SPENDING DATA

Demographics and
generations
200+ Categories
180+ Countries
6000+ Cities



GLOBALLY HARMONIZED

Consistent
coverage of 99.5%
of the world
population



FORWARD LOOKING

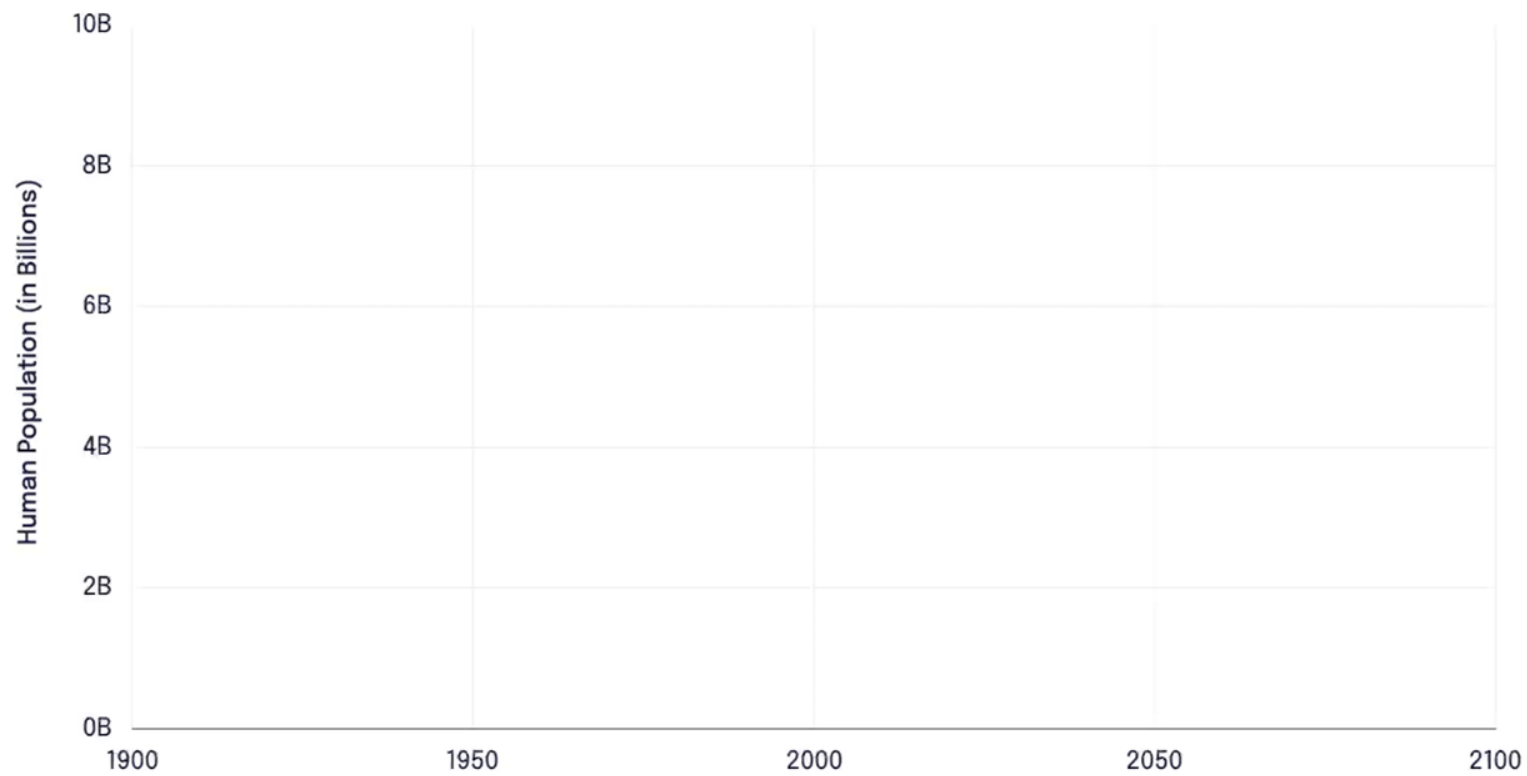
Projections up
to 2034
Updated 4x a
year (minimum)

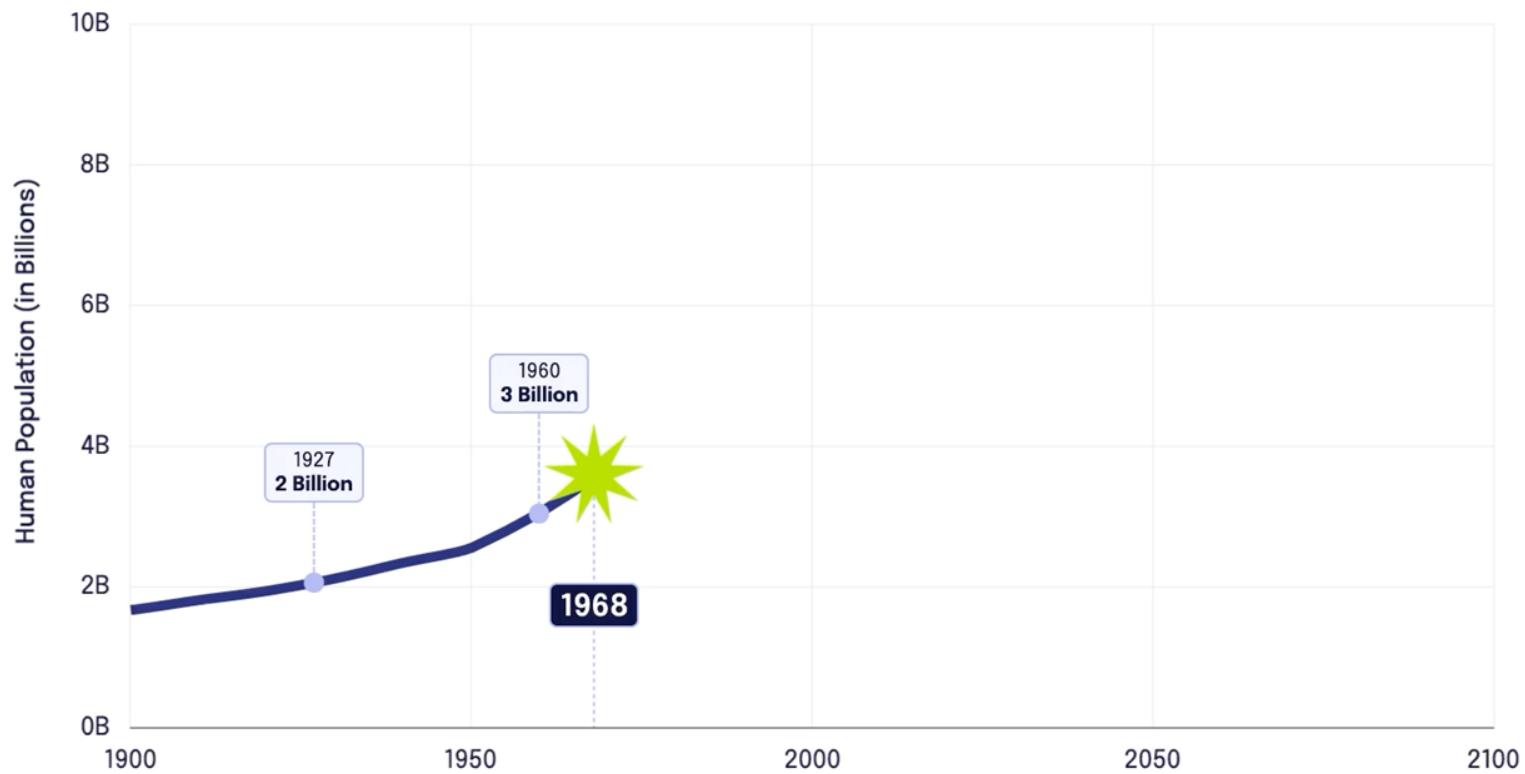


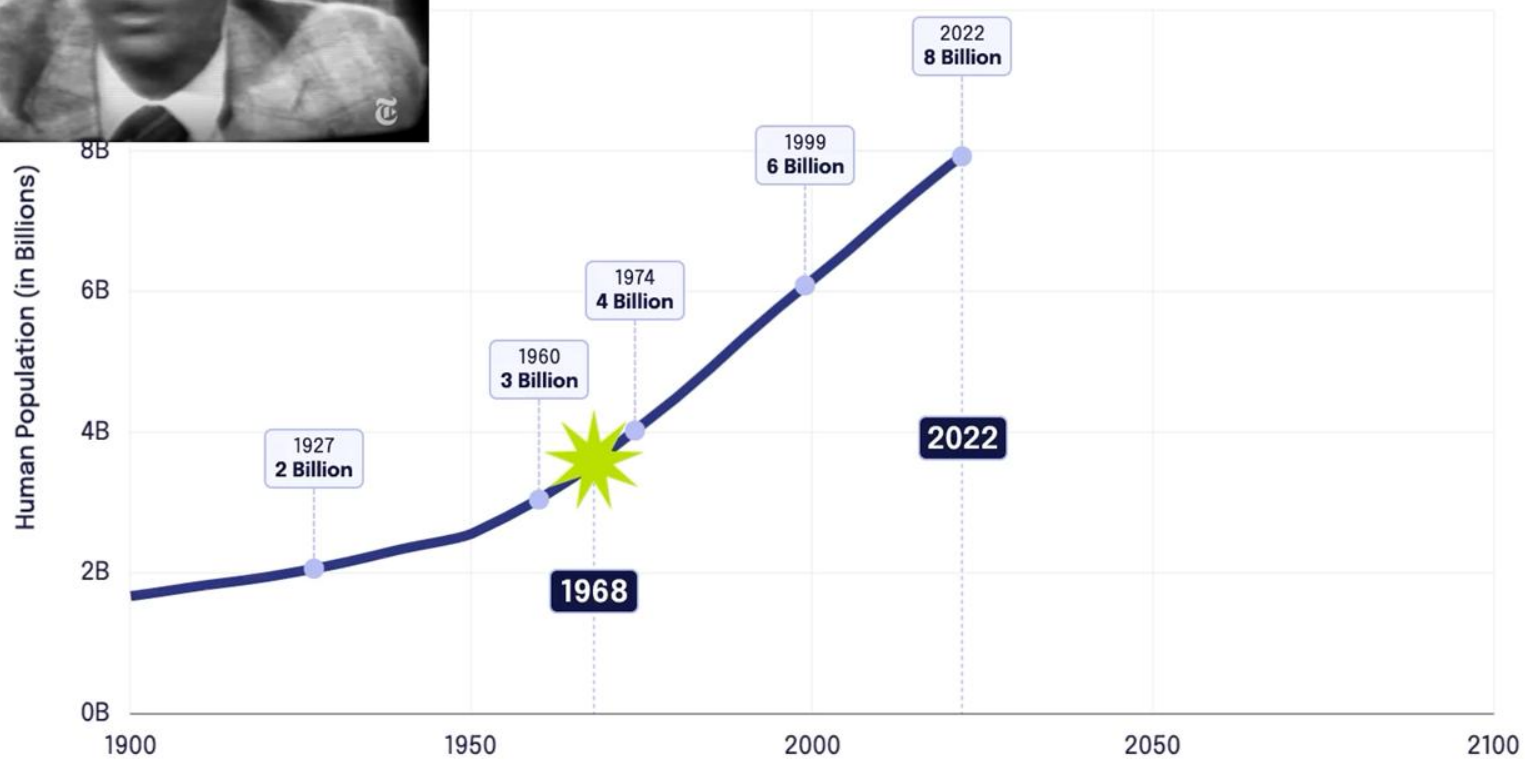
giz



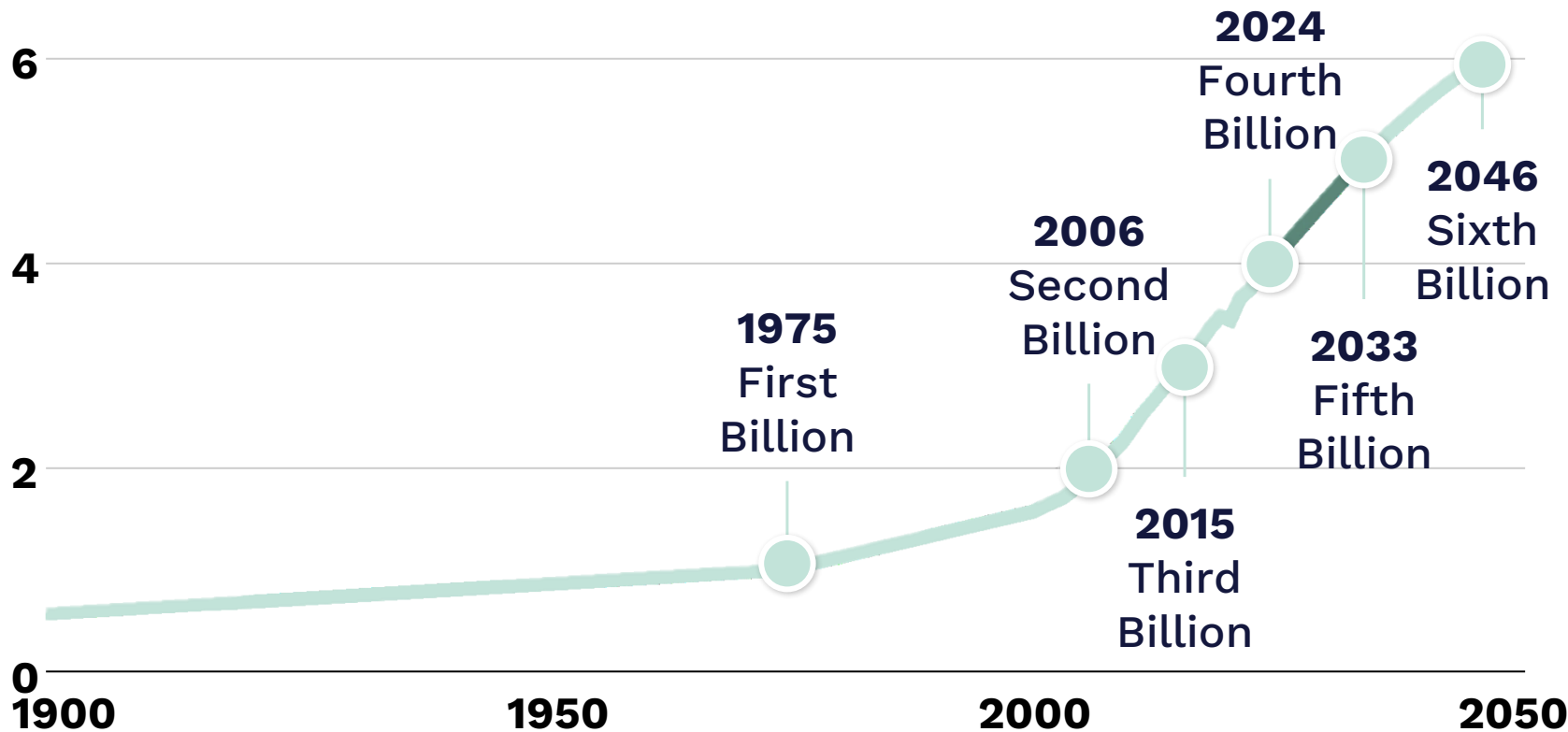
... and
many other
global tech
players



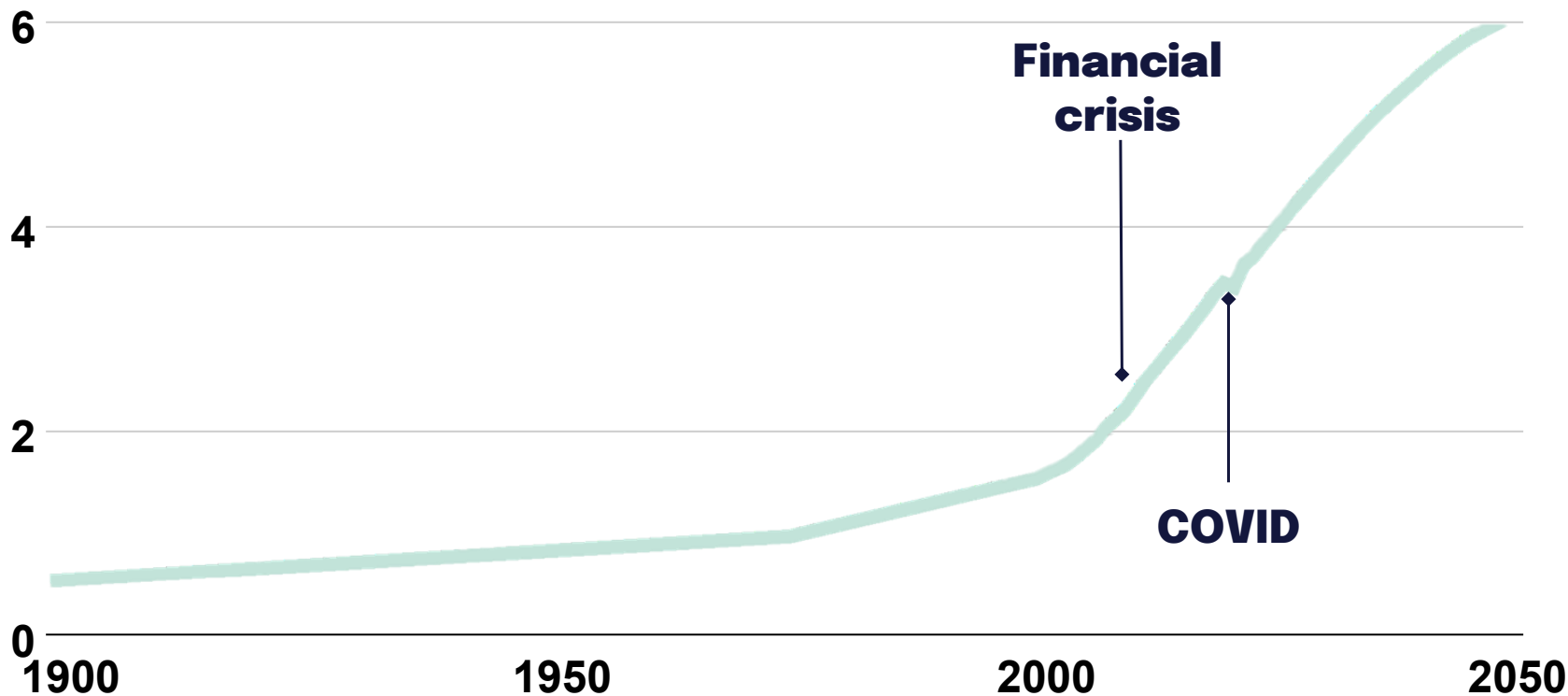




Every nine years, 1 billion people enter the middle class

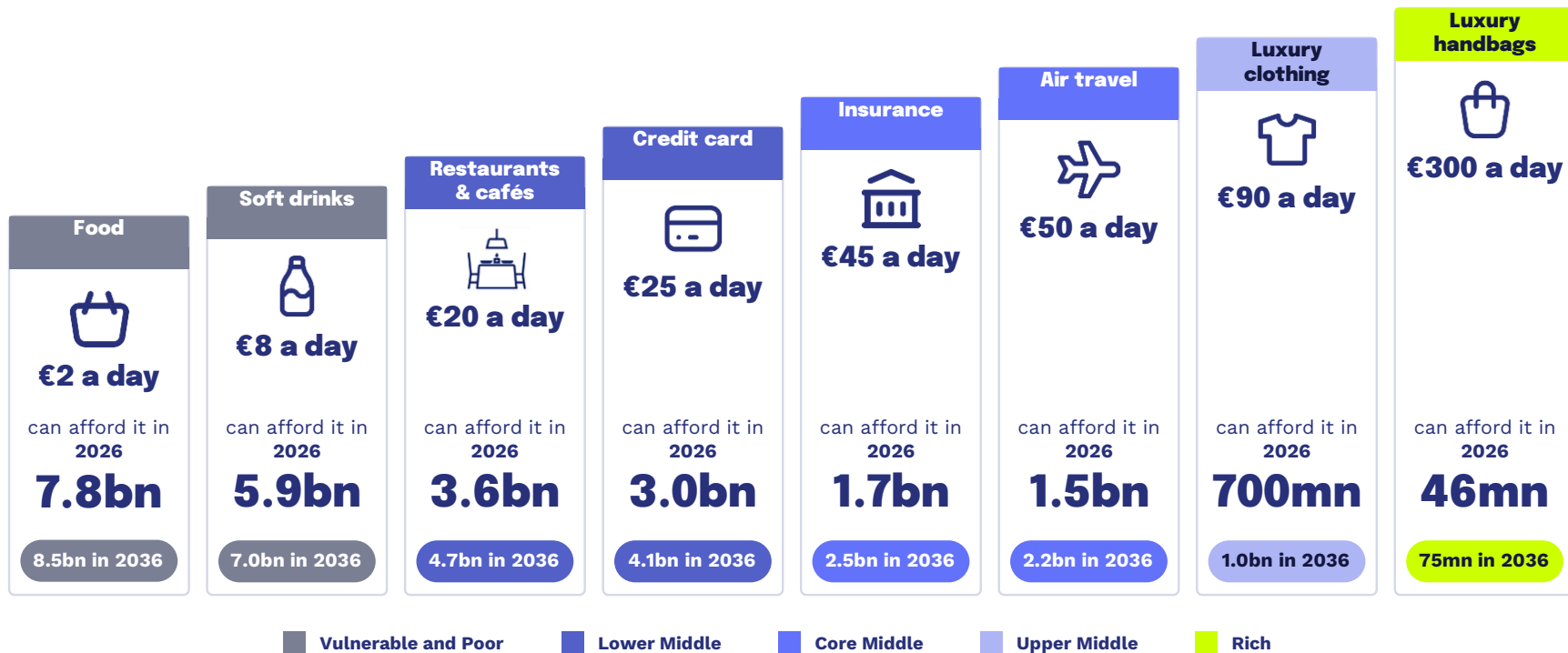


Global crises barely stopped the growth of the middle class.



We look at when people can afford various products

3 billion people can afford to have a credit card today, 700 million can buy luxury clothing



2026 to 2036

2021 PPP

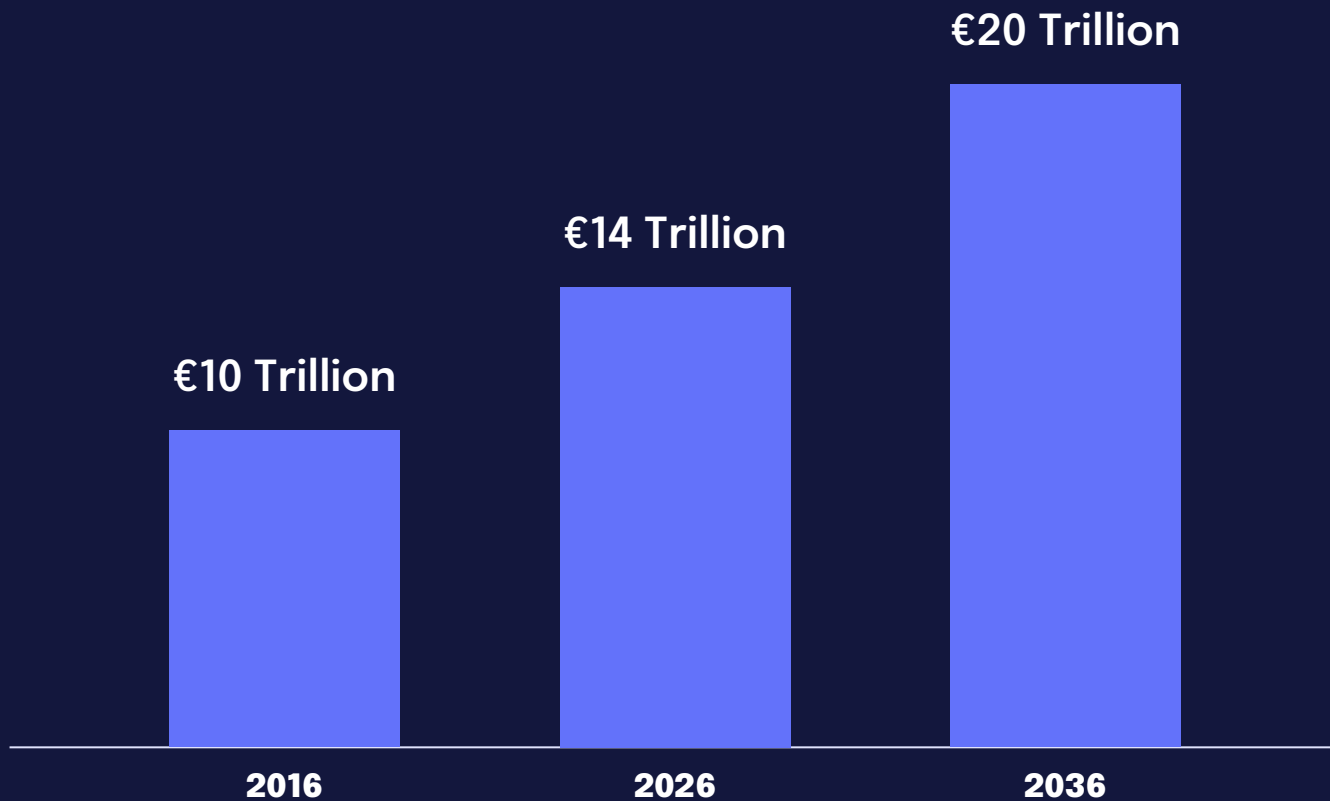
4.7 Billion

The Global Consumer Class TODAY

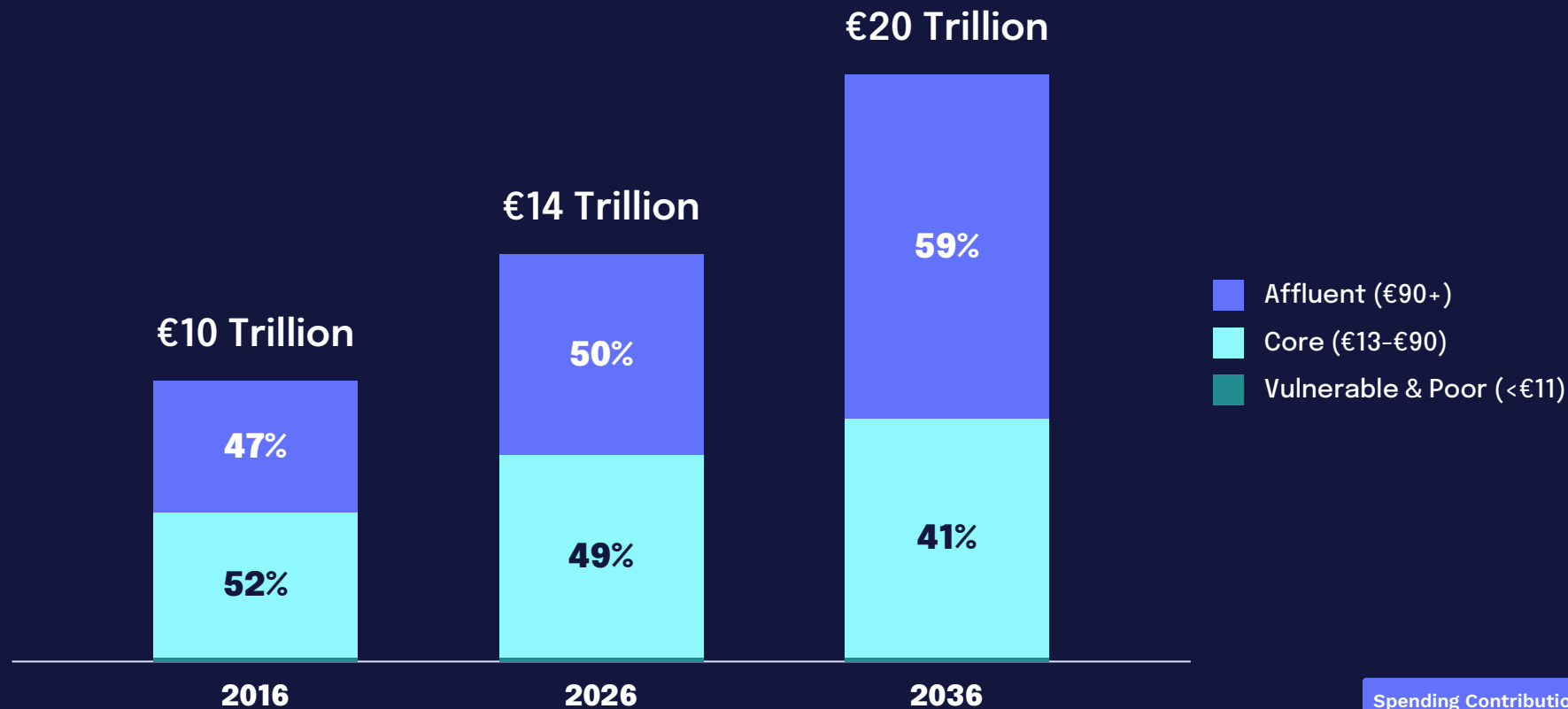
SPENDING

€60 Trillion

Europe now spends **€14T**, projected to reach **€20T** by 2036

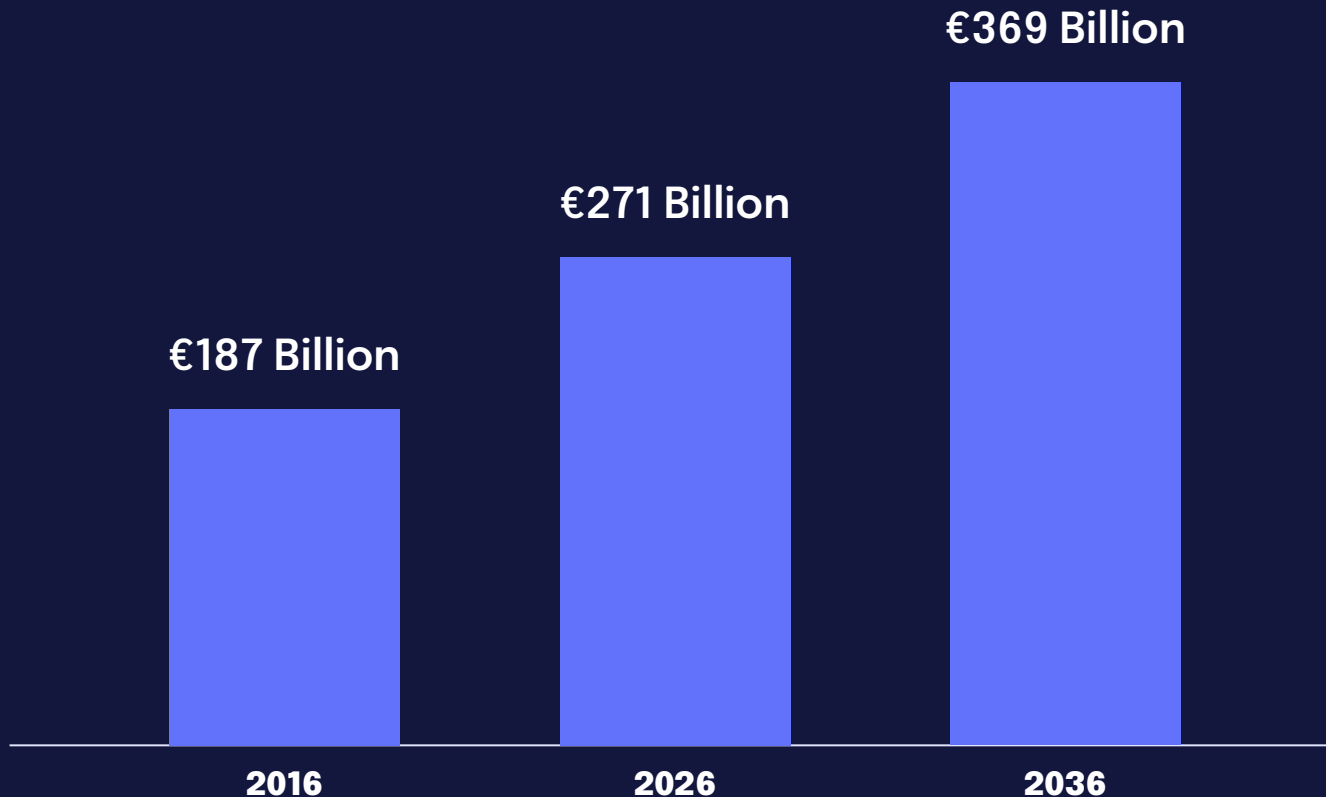


Today, € 7 trillion of Europe's consumer spending comes from the affluent, in 10 years to will be €12 trillion (60%)



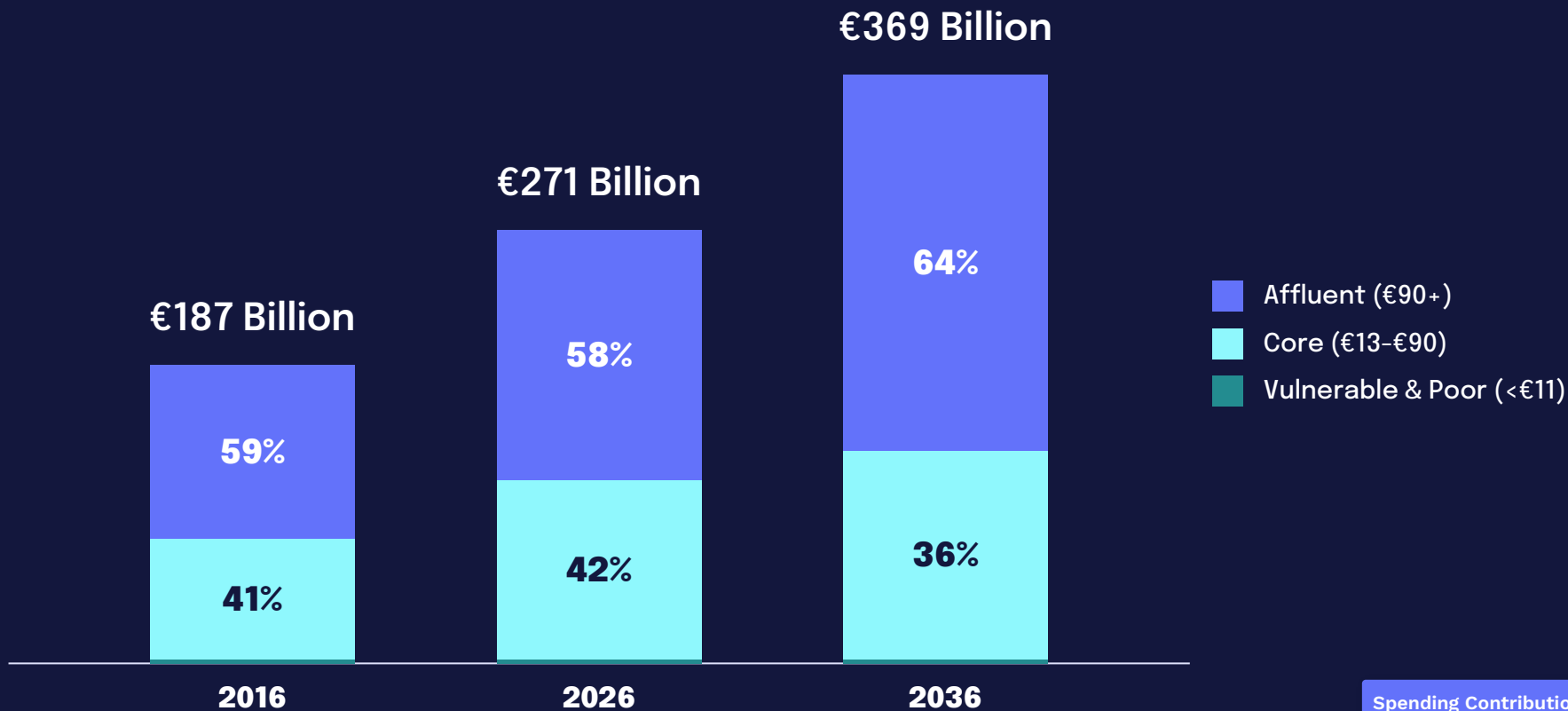


Austria now spends **€271B**, projected to reach **€369B** by 2036



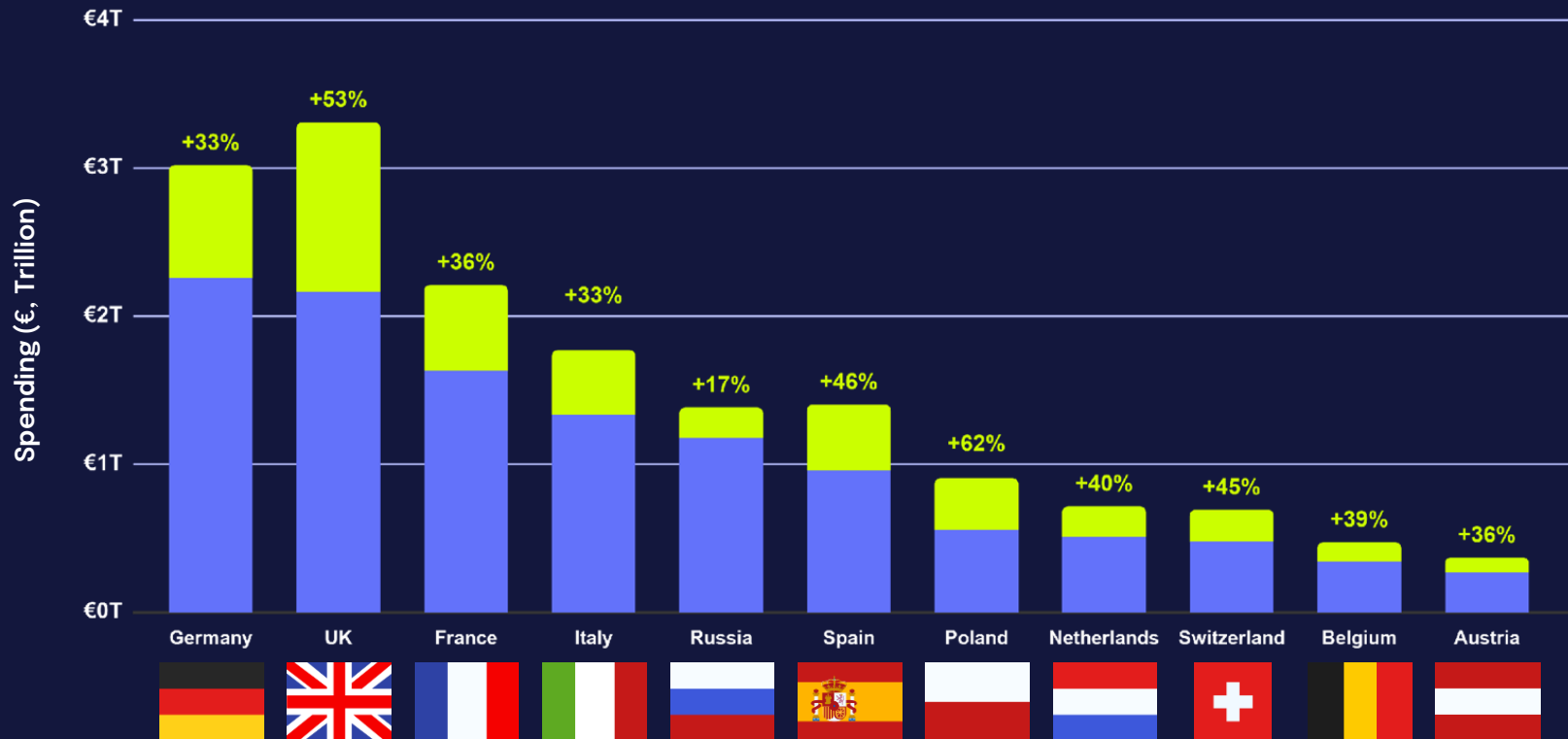


In Austria, the **affluent** will contribute **80%** of all new spending in the next 10 years.



SHIFT 1 - Countries

Over the next decade, **all countries in Europe will experience consumer spending growth**. However, the UK will pull ahead of Germany

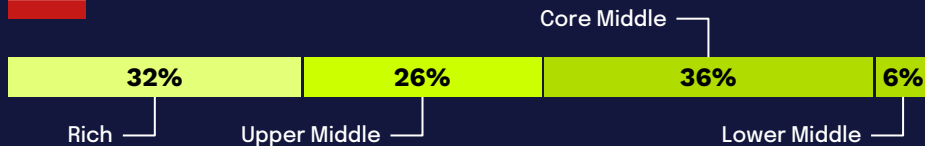


Spending power across Europe is very different

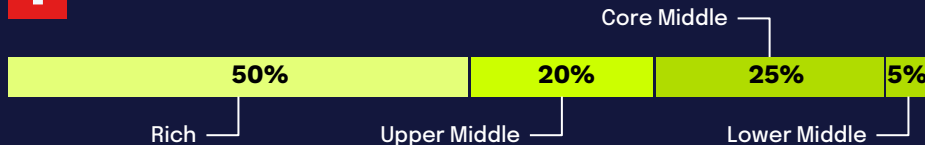
2026



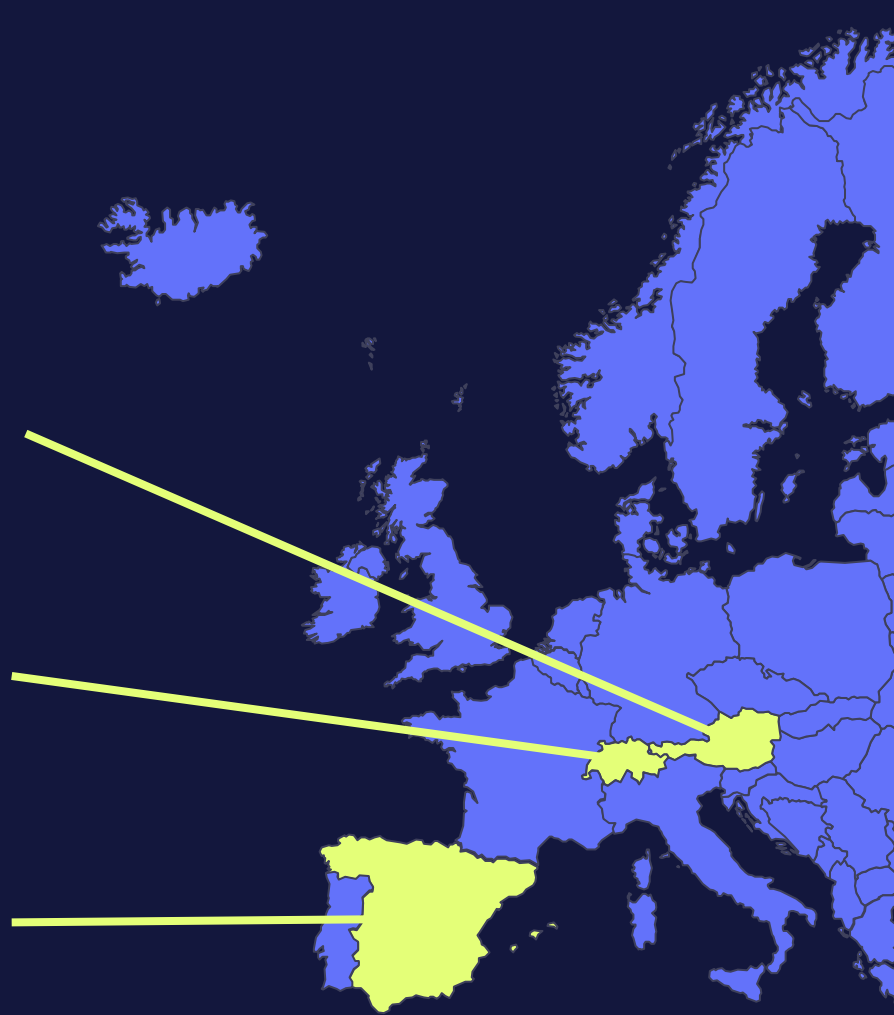
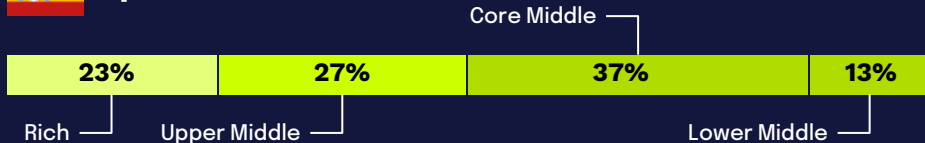
Austria



Switzerland

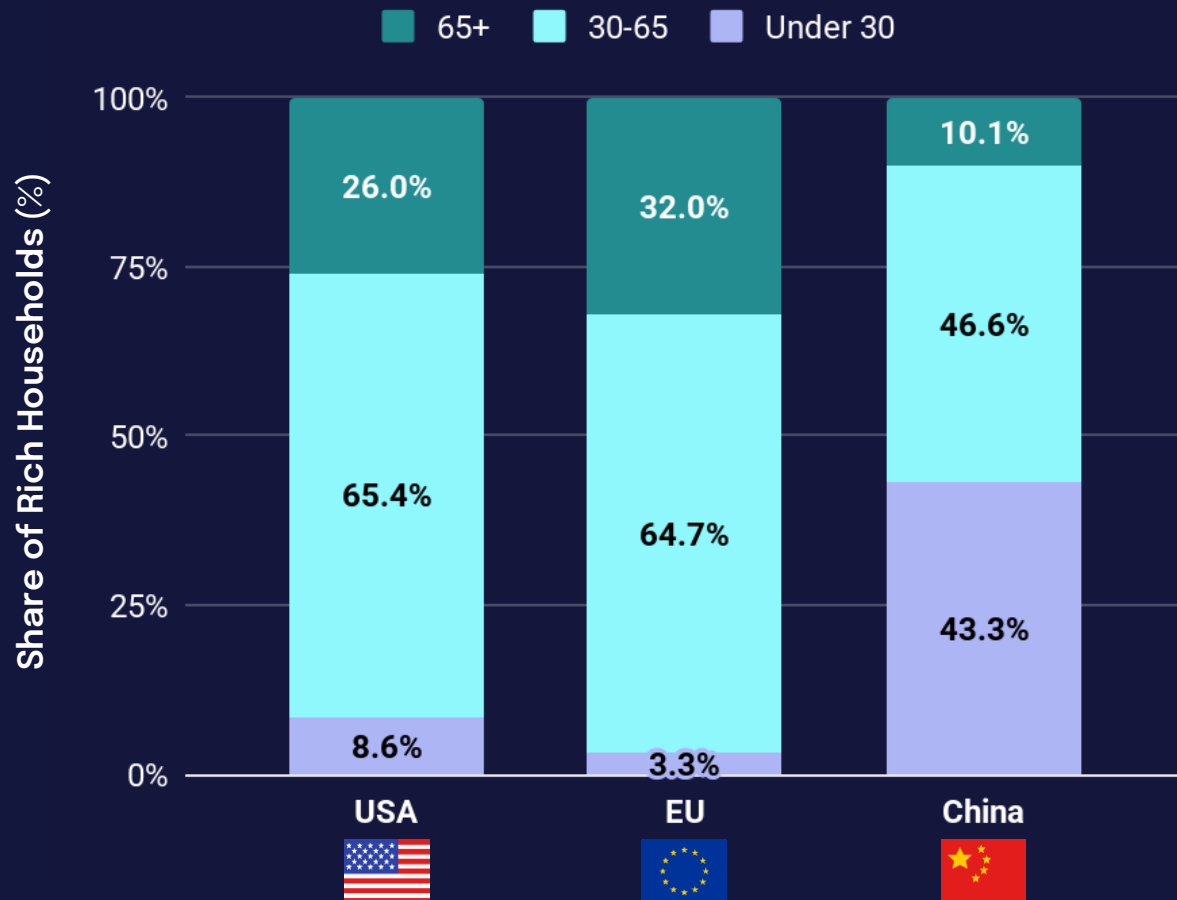


Spain



The **rich in Europe** are much older than the **rich in the US & China**

2025



In Austria, targeting key groups unlocks the majority of spending. Tailoring to these groups is critical for success over the next 10 years.



19% of People
38% of Spending

Rich & High Income



Premium Options

54% of People
61% of Spending

People Aged 45+



**Health & Age
Centric Innovation**

70% of People
57% of Spending

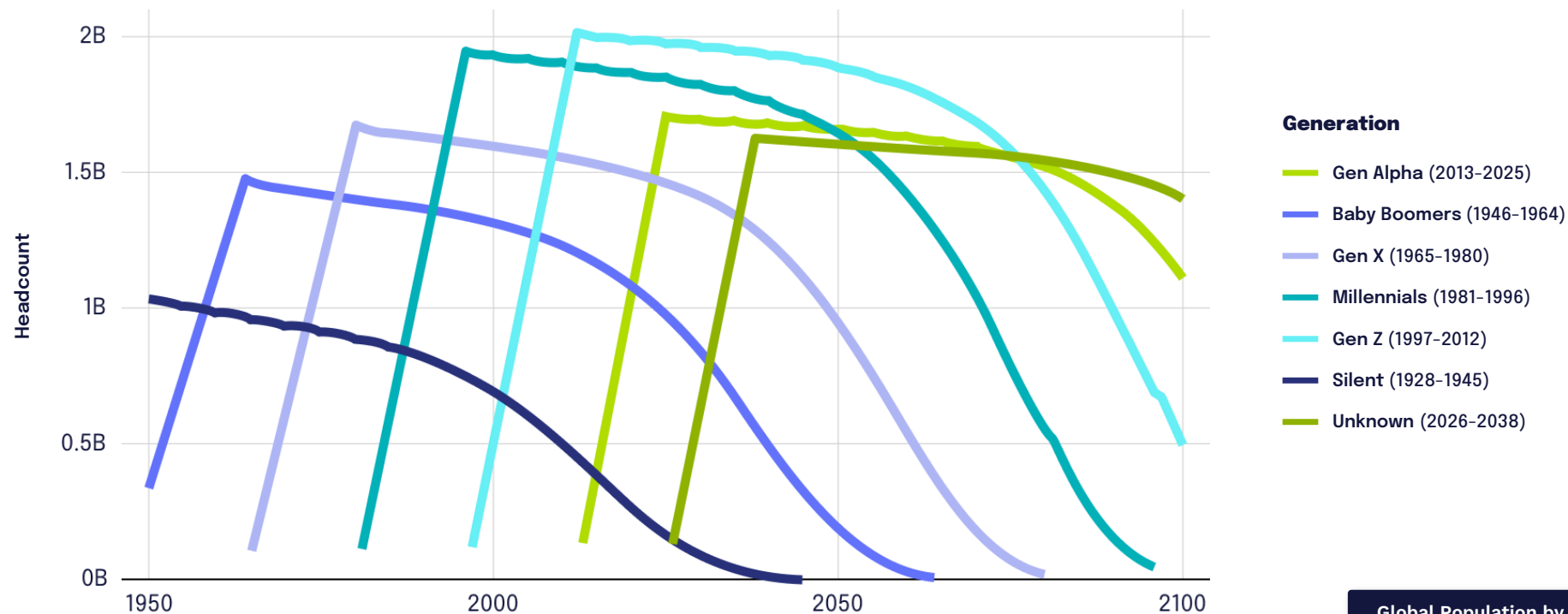
Households <2 People



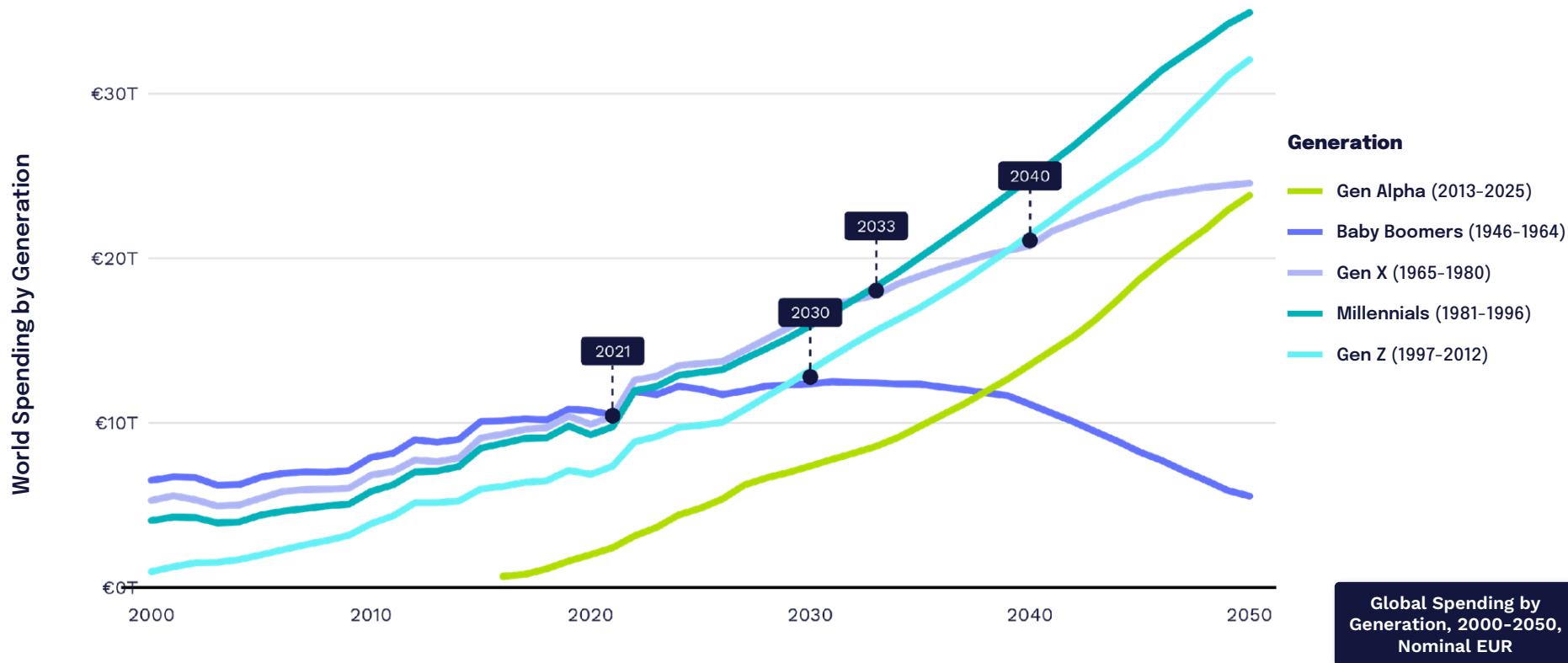
**Pack & Size
Options**

SHIFT 2 - Cohorts

Gen Z is the largest generation ever, and will remain the largest throughout the next 50 years

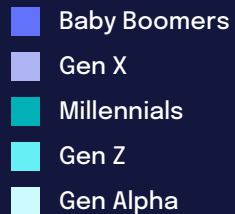


In terms of spending, **we are in now in the Gen X decade**, where Gen Xers will be the largest spending generation until 2033



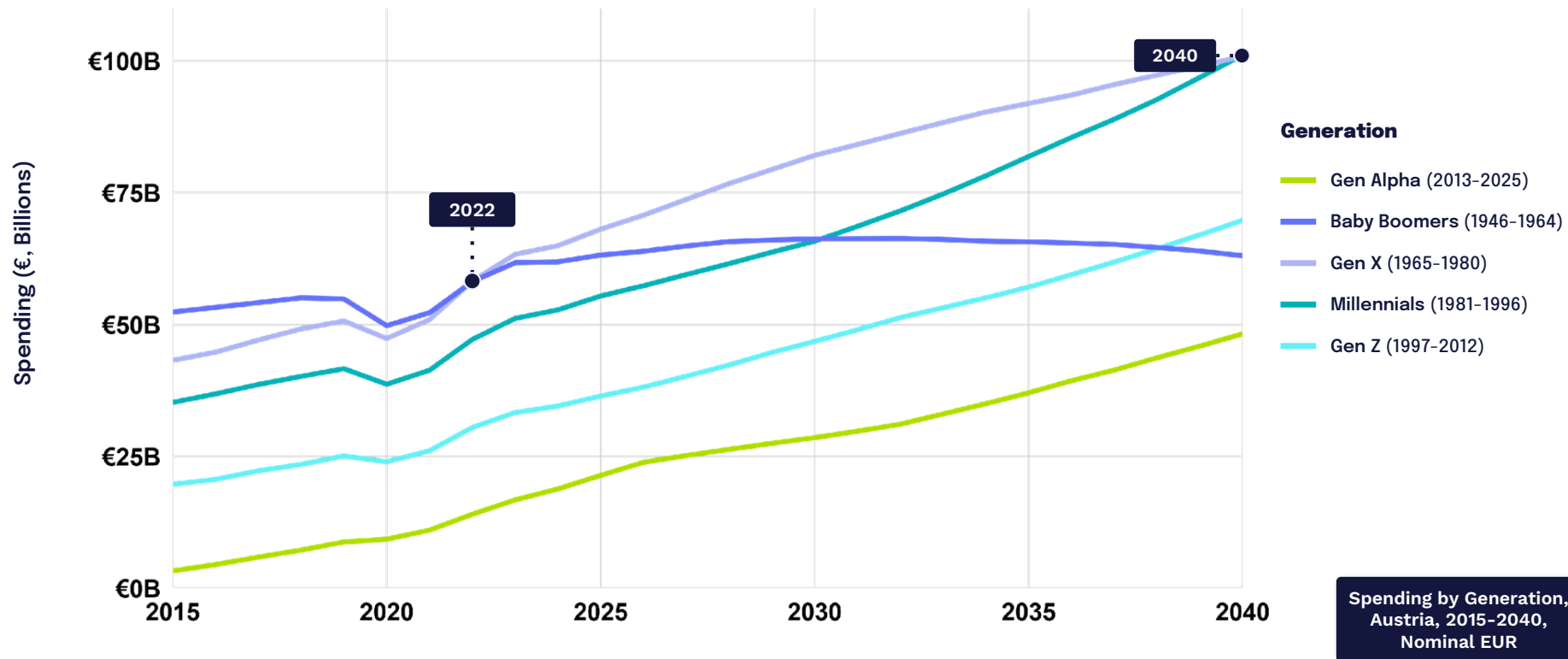
Europe will be the **last continent where Gen X still dominates spending** 10 years from now.

Highest Spending
Generation
by Country (2036)





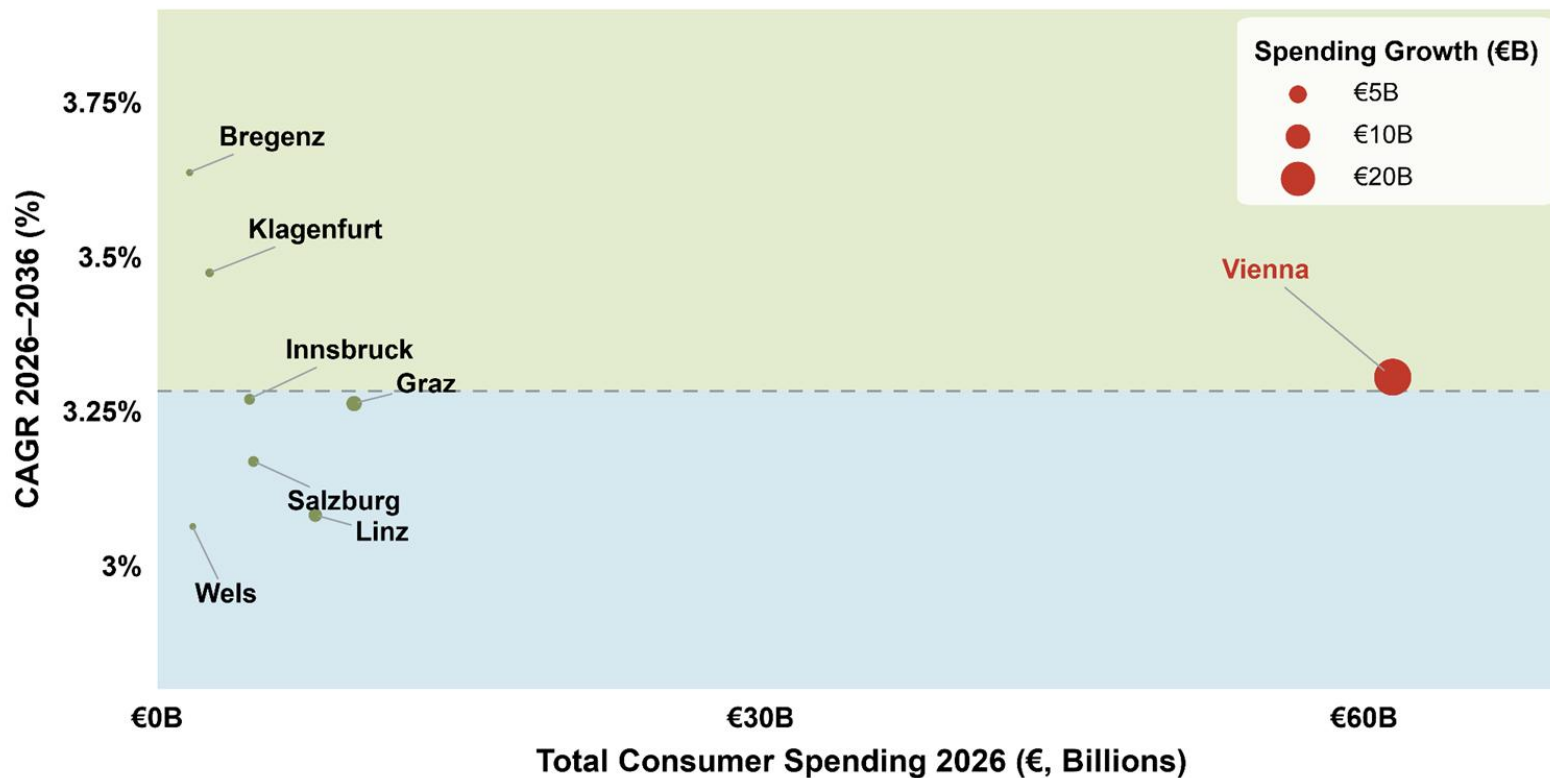
**Austria has been a Gen X dominated economy since 2022;
in 2040 the Millennials will take over.**



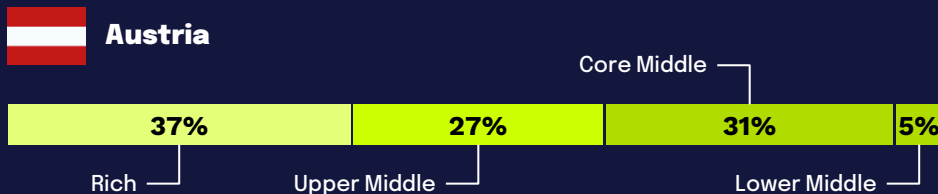
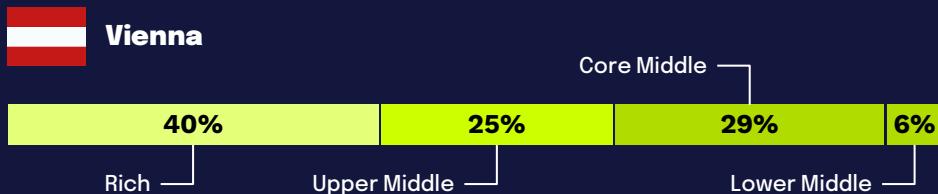
SHIFT 3 - Cities



Vienna will add €24B in consumer spending by 2036, more than all other Austrian cities combined.



Vienna's growth is driven by its rich. In 2036, the rich will comprise 40% of Vienna, and 37% of Austria overall.



Consumer profiles and capability vary across Cities.

Vienna will continue to have a richer consumer vs the Austrian average in **2036**.

SHIFT 4 - Categories



CATEGORIES: Austria will see a shift in category growth due to ageing and smaller family units



Health
4.0% CAGR



Housing
3.4% CAGR



Alcohol & Tobacco
3.4% CAGR



Education
3.1% CAGR



Clothing & footwear
2.0% CAGR



Communications
1.5% CAGR

-
-
-
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-

Good data matters



Example #1 Overestimating the middle class in Africa



“

We thought this would be the next Asia, but we have realized the middle class here in the region is extremely small.

– Cornel Krummenacher

Chief Executive for Nestlé's equatorial Africa region



This year's **growth** in the global middle class: 110m



* growth 2026-2027, top eight countries
Source: World Data Intelligence

Example #2 - Growth of India's metropolises



	Population 2026	Consumer class 2026 (Euro 12+)	Consumer class growth (2026-2036)
New Delhi	30M	22M	2.5%
Mumbai	22M	18M	1.6%
Kolkata	21M	14M	2.8%
Bengaluru	12M	9M	2.2%
Chennai	10M	8M	2.4%
Indore	3M	2M	4%

Example #3 - Store performance

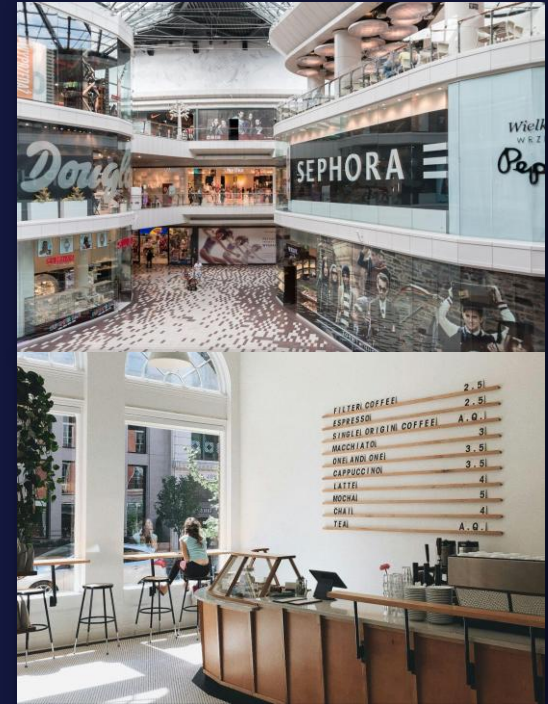


Predicting the
performance of stores
with WDL's demographic
and spending forecast

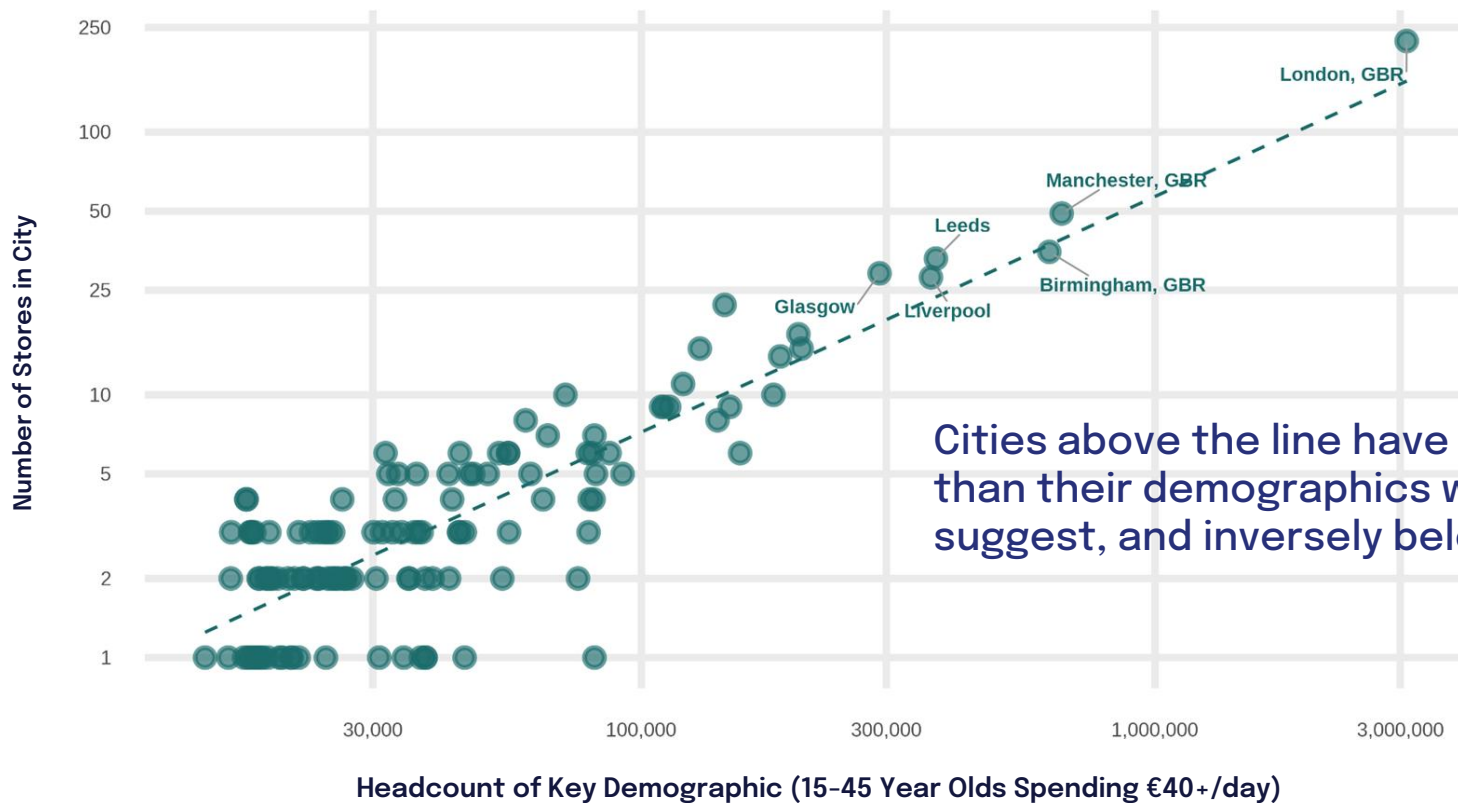


80%

for age 15-45,
Spending €45+ /day



City level demographic and spending profile data is trusted by companies to **find undersaturated markets.**



L'Oréal

From country-level
to city-level strategy
in emerging
economies



World Data Lab's World Data Intelligence provides a single source of truth for the Global Middle Class.

- **Asmita Dubey**

Chief Digital & Marketing
Officer at L'Oréal

Leading global companies trust macro demographic and economic data to **drive business growth**

** and many Fortune 500 Tech Companies*

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SHISEIDO

Coca-Cola

McKinsey
& Company

tapestry



STARBUCKS



mastercard
foundation

MARS

Uber



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Please come, ask
me a question!