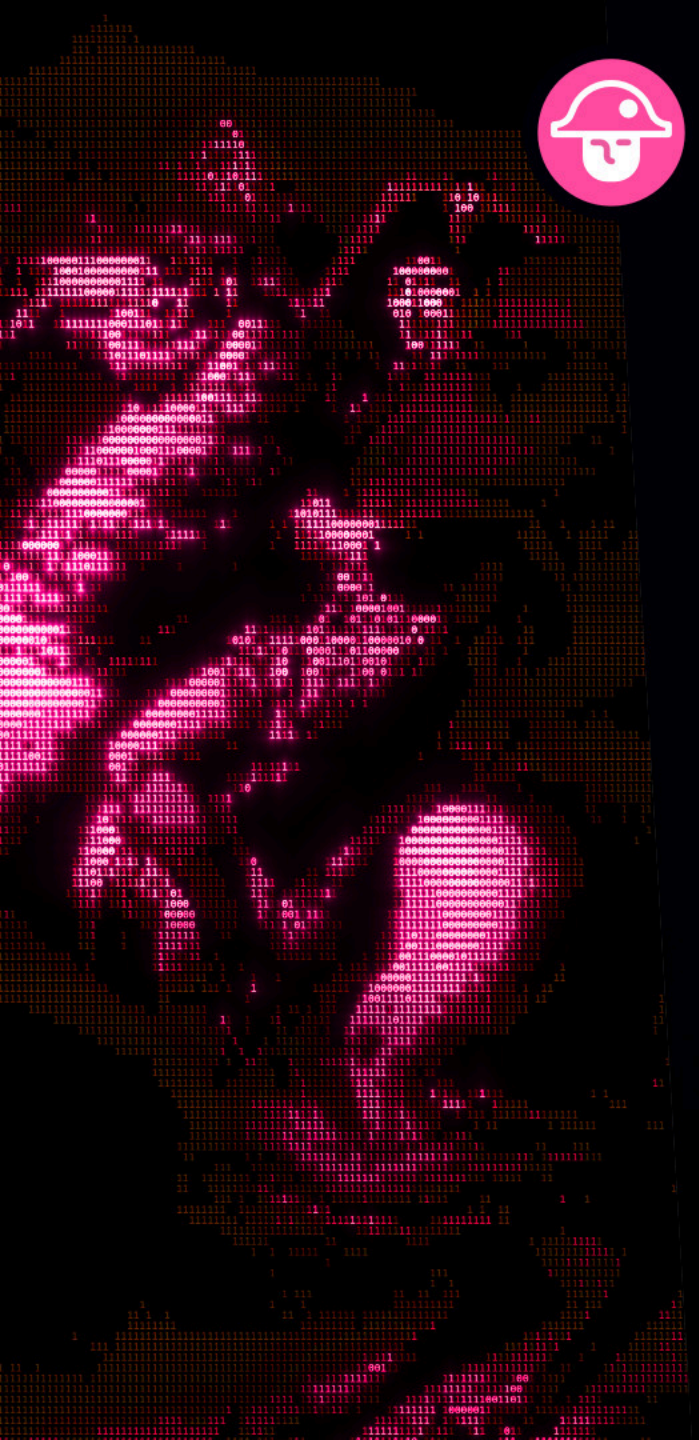


THE
WAR ROOM

The People Map of 2035

MAN vs MACHINE
ASPIRE ANNUAL CONFERENCE

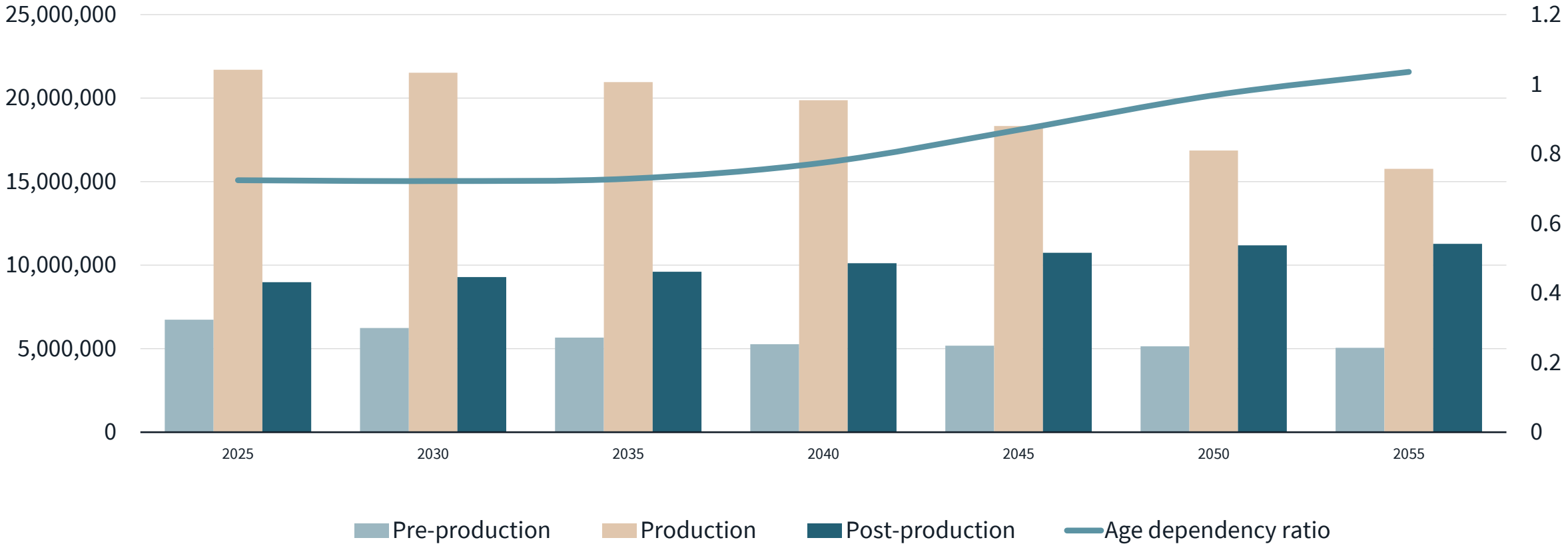
JLL SEE A BRIGHTER WAY

The People Map of 2035:

Forecasting the impact for Tech and GBS

Demographic transformation to accelerate by 2040

Today, on average there is 0.7 non-working age inhabitant per one in the working cohort. Ten years from now – the index will start to surge towards 1.1



Source: Statistics Poland; JLL Research

Polish Demographic Paradox

Poland's population is shrinking.

−1.2M

residents by 2035
(GUS baseline projection)

This is the number everyone quotes.

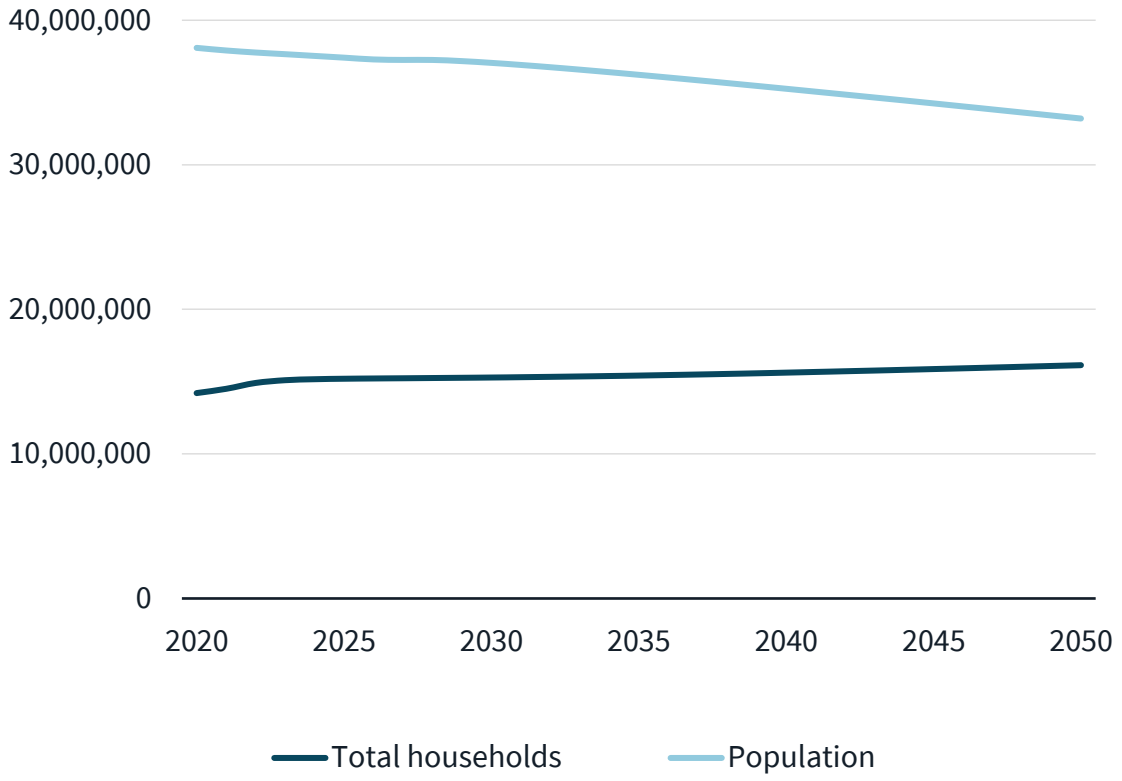
Poland's number of households is not.

+200k

households through 2035
Single-person households and empty nesters multiply faster than families shrink.

This number gives the full picture.

Poland – Population vs number of households



 | Source: Statistics Poland; Oxford Economics; JLL Research

Panelists

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SPEAKER

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SPEAKER

Ewa Szalewska

Head of People Function
HEINEKEN

SPEAKER