Global Consumer Class projected to be 140 million people smaller due to COVID-19

Vienna, Austria, April 24, 2020: World Data Lab (WDL) has updated its spending and demographic forecasts for over 180 countries and territories in the world to account for the impact of COVID-19. The dataset, which is accessible through WDL's MarketPro (a SaaS data solution), reflects the most up-to-date projections currently available.

The latest estimates indicate that the impact to the global consumer class (which includes both middle class and the wealthy) will be substantial. Compared to pre-COVID forecasts, the global consumer class is now projected to be 140 million people smaller in 2020, with consumer spending expected to be $4 trillion USD less.

"The impact of COVID-19 essentially sets the growth trajectory of the global consumer class back an entire year," says Homi Kharas, Senior Economic Advisor at World Data Lab. "Our estimates are in-line with the broader IMF expectations that spending will contract sharply in 2020 but will rebound in 2021."

Broken down regionally, Asia is still expected to add 11 million people this year to the middle class despite the effects of COVID-19 while all other regions of the world are projected to see declines, with Africa being the hardest hit. Starting in 2021, WDL's MarketPro forecasts indicate that the global consumer class will grow by 150 million people annually until 2025, assuming the recovery unfolds as expected by the IMF.

Kristofer Hamel, Chief Operating Officer of World Data Lab adds, "Our data has never been more timely or relevant. Our newly updated global consumer spending dataset will allow businesses and organizations to put their product, investment, and advertising planning capabilities back on track with confidence."

Founded in 2016, WDL helps global players in the private and public sector to make data-driven decisions using state-of-the-art data science to model and forecast spending and demographic dynamics at a granular level. The company's methodology has been peer-reviewed and published by the academic community. ESG-related projects include United Nations Sustainable Development Goals tracking tools: World Poverty Clock and the Water Scarcity Clock, and Population.io. For more information, visit www.worlddata.io.