

# Elastic Demand Formula

---

Elastic demand is said to be the condition in which the price elasticity of demand is always greater than one.

It means that the percentage change in quantity demanded exceeds the percentage change in price.

The mathematical representation of elastic demand is as follows

**Elastic Demand = % change in quantity / % change in price > 1**

## Elastic demand curve

The demand curve is a great way to determine if the demand is elastic or inelastic. An elastic demand curve will appear flat as the elasticity increases. A perfectly elastic demand curve will be horizontal.

## Examples of elastic demand

Let's take an example of elastic demand to understand it better

If the price of a quantity increases, then the number of products sold will decrease and vice versa.