

## **Bern - Comprehensive Overview of the City, PEST Analysis and Key Industries including Technology, Tourism and Hospitality, Construction and Retail**

Industry Report | 2022-08-26 | 34 pages | MarketLine

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### **Report description:**

Bern - Comprehensive Overview of the City, PEST Analysis and Key Industries including Technology, Tourism and Hospitality, Construction and Retail

#### Summary

"City Profile - Bern" provides historical and forecast data on key city level metrics along with analytical coverage of the latest political, economic, social, technological, infrastructural, legal and environmental issues affecting Bern.

The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

Bern/Berne metropolitan area is situated in the western part of Switzerland and covers a total area of 5,823km<sup>2</sup>, according to Eurostat. Bern city is the federal capital of Switzerland and part of the metropolitan area. The Canton of Bern/ Bern Canton lies in the heart of Switzerland and is the second most populous and second largest of the Swiss cantons. Bern metropolitan area accounted for 11.3% of the country's GDP in 2021. Major industries that contribute to the area's economic growth are ICT, medtech, cleantech, travel and tourism, watchmaking industry, banks and insurance companies and retail sectors

#### Scope

- The service sector remains the key contributor to the canton's economy - and the major employer.
- Bern is a key tourist destination for both domestic and international tourists. Bern tourism region, which experienced a persistent increase in terms of tourist arrivals in 2021.

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## Reasons to Buy

- Gain a comprehensive knowledge of future economic and demographic trends and understand the performance of various sectors within the city.
- Analyze and understand the business environment in the city to align your investment and expansion strategies.
- The report helps to drive a conclusion in choosing a suitable city to invest or expand according to your business structure.
- Explore new opportunities in the hospitality, tourism, construction, real estate and retail sectors.

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