

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

Industry Report | 2023-02-16 | 34 pages | MarketLine

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### **Report description:**

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

#### Summary

"City Profile - Auckland" 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 Auckland.

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

Auckland urban area is the most populous cosmopolitan urban area in New Zealand accommodating about more than 28% of the total country's population. Strong performance of service sector, improvements in professional / business services and real estate are expected to be major drivers of growth of the economy

#### Scope

- The service sector remains the key contributor to the economy of Auckland urban area and the major employer.
- Auckland is a key tourist destination in the country for both domestic and international tourists and tourism sector experienced healthy growth in 2022.

#### Reasons to Buy

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- 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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