

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

PEST Analysis | 2023-11-30 | 33 pages | MarketLine

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### **Report description:**

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

#### Summary

"City Profile - Riyadh" 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 Riyadh city.

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

Riyadh city or Riyadh metropolitan area is the capital of Saudi Arabia and is the second-largest city after Mecca, in terms of population. Riyadh plays a crucial role in the nation's economy, contributing 19.2% to the country's total GDP in 2022. The city boasts a strong industry base, serving as the headquarters for numerous banks, businesses, and private companies, making it an attractive destination for talent. The city's competitive investment environment, marked by industry-friendly policies and infrastructure development, appeals to both local and international investors.

#### Scope

- The industry sector remains the key contributor to the area's economy.
- Riyadh's tourism is experiencing a surge propelled by its diverse attractions and strategic initiatives. In 2022, the tourism sector gained momentum with eased restrictions and increased economic activities, attracting foreign tourists due to new infrastructure developments and various events. Government initiatives, including Vision 2030, eased visa restrictions, and legislative changes,

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are poised to further boost inbound travels in the future

#### 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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