

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

PEST Analysis | 2023-11-30 | 34 pages | MarketLine

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### **Report description:**

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

#### Summary

"City Profile - Tokyo" 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 Tokyo.

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

Tokyo or Greater Tokyo is the most populous city in Japan and in the world. Tokyo metropolitan area contributed 36.2% to Japan's national GDP in 2022, driven by sectors such as ICT, finance, insurance, real estate, manufacturing, healthcare, and professional services. The region experienced a sluggish growth of approximately 1.3% in real terms in 2022, attributed to rising energy and commodity prices due to the conflict, leading to supply chain bottlenecks.

#### Scope

- The Industry and service sectors remain the key contributor to the regional economy and the major employers.
- Tokyo is renowned for its blend of cityscapes, natural beauty, and cuisine, has traditionally been a popular destination for both domestic and international travelers. The Tokyo Convention & Visitors Bureau, as the official destination marketing organization, plays a vital role in attracting foreign visitors, promoting tourism, and enhancing industry relationships.
- Tokyo's construction sector grew by 1.5% to JPY10.9 trillion (\$82.9 billion) in 2022. Investments in transport, renewables, and telecom, along with notable projects like Mitsui Fudosan and Sumitomo Realty initiatives, depict a promising future for Tokyo's

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construction industry.

## 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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