

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

PEST Analysis | 2023-12-29 | 32 pages | MarketLine

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### **Report description:**

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

#### Summary

"City Profile - Barcelona" 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 Barcelona.

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

Barcelona is the second largest city in Spain after Madrid in terms of population and one of the fastest growing cities in the country. The city is a key contributor for the national economy with strong presence of tertiary and industry sectors. The Barcelona metropolitan area remains a significant contributor to Spain's GDP, accounting for 14.4% in 2022. The economy was driven by traditional industrial production and tourism, emerging sectors such as ICT, biotechnology, and renewable energy have also propelled its economic growth.

#### Scope

- The service sectors remain the key contributor to the regional economy and the major employers.
- Barcelona remains a prime tourist destination in Spain, attracting both leisure and business travelers with its favorable weather, scenic locales, and vibrant culture. Tourism influx surged in 2022.
- The construction industry, a significant contributor to the city's economy, experienced growth in 2022 driven by government support and investments. Major developments include the redevelopment of the Espai Barca sports complex by FC Barcelona and

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the expansion of Hospital Clinic de Barcelona, showcasing substantial investments in infrastructure and healthcare sector.

#### 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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