

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

PEST Analysis | 2023-12-07 | 36 pages | MarketLine

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Report description:

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

Summary

"City Profile - Rome" 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 Rome.

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

Rome is the largest city in terms of population and the capital city of Italy. Rome's metropolitan area maintains its status as a significant commercial center, contributing 9.2% to Italy's GDP in 2022. Despite a slowdown from the previous year, key sectors like tourism, agri-food industries, and high-tech IT services continue to drive the area's economy, supported by investments in construction, real estate, and cybersecurity.

Scope

- The service sector remains the key contributor to the area's economy - and the major employer.
- The city of Rome is a major tourist destination for both leisure and business purposes in Italy due to its archaeological and artistic treasures. Rome continues to be a top tourist destination, offering a rich historical and cultural experience. Major events like the BNL Internationals, Milan-Cortina 2026 Winter Olympics, and Rome Expo 2030 present significant opportunities for economic growth.
- The construction sector plays a vital role in Rome's development, with projects like the Roma Metro and Rome to Latina Highway

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contributing to economic expansion. These projects, alongside initiatives in commercial, leisure, and residential sectors, are expected to drive construction activity and boost the economy.

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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