

City Profile - Lausanne; Comprehensive overview of the city, PEST analysis and analysis of key industries including technology, tourism and hospitality, construction and retail

Industry Report | 2023-12-20 | 31 pages | MarketLine

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Report description:

City Profile - Lausanne; Comprehensive overview of the city, PEST analysis and analysis of key industries including technology, tourism and hospitality, construction and retail

Summary

"City Profile - Lausanne" 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 Lausanne.

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

Lausanne metropolitan area (Canton of Vaud) covers a total land area of 2,819km², according to Eurostat. There are a total of 26 cantons in Switzerland. The area's economy is dominated by tourism, financial intermediation, real estate; wholesale and retail trade; hotels and restaurants. In 2022, Lausanne's metropolitan area faced economic challenges with a slowdown attributed to global headwinds, tightening monetary policies, and local factors like high inflation and rising interest rates. The well-diversified economy, primarily in health and education sectors, is expected to grow modestly by 0.7% in real terms in 2023.

Scope

- The service sectors remain the key contributors to Lausanne metropolitan area's economy and the major employers in 2022

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- Lausanne is a key tourist destination in Switzerland, has experienced a surge in visitor numbers concurrent with its economic expansion and resumption of leisure and business travel in 2022
- In 2022, the Lausanne metropolitan area's construction industry contributed CHF15.0 billion (\$15.7 billion), marking a 5.4% annual increase. However, in 2023, the construction sector faced a slowdown due to rising interest rates, increased building material costs, and a global economic downturn

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.

Table of Contents:

Table of Contents

1. City Snapshot
 2. PEST Analysis
 - 2.1 Political
 - 2.2 Economic
 - 2.3 Social
 3. Technology and Infrastructure
 - 3.1 Communications
 - 3.2 Internal Transport Networks
 - 3.3 Connectivity
 - 3.4 Airport
 4. Business Environment Analysis
 5. Travel and Tourism
 - 5.1 Tourism Flows
 - 5.2 Hotels
 - 5.3 Attractions
 - 5.4 Events
 6. Construction and Real Estate
 - 6.1 Investment
 - 6.2 Real Estate Market
 7. Retail
 - 7.1 Retail Market
 - 7.2 Consumption, Income and Prices
- About MarketLine
- Contact Us

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