

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

Industry Report | 2023-12-26 | 31 pages | MarketLine

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Report description:

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

Summary

"City Profile - Zurich" 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 Zurich.

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

Zurich metropolitan area or Greater Zurich Area (GZA) is one of Switzerland's five metropolitan regions comprising seven cantons, namely Aargau, Glarus, Schaffhausen, Thurgau, Schwyz, Zug and Zurich. The economy of the area is mainly dominated by the tertiary sector with more than 79.5% contribution to the total GVA in 2023. The economy experienced a 1.8% expansion in real GDP during 2022, down from the previous period's 4.0%, buoyed by a resurgence in tourism, construction, and the IT sector

Scope

- The service sector remains the key contributor to the regional economy and the major employer in 2023
- Zurich is one of the most popular tourist destinations in Switzerland, for both domestic and international tourists. Between

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January and September 2023, Zurich welcomed 2.6 million tourists, with 37.4% originating domestically and 62.6% internationally. To bolster tourism, the Zurich City Council initiated "Zurich Strategies 2025," aiming to position the city globally as a cultural hub and premier destination for conventions and special events

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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