

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

Industry Report | 2024-04-03 | 34 pages | MarketLine

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Report description:

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

Summary

"City Profile - Johor Bahru" 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 Shenzhen.

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

Johor Bahru is the capital city of Johor State (Johor) in Malaysia. The city of Johor Bahru has been identified as one of the key competitive cities for economic development, other than Kuala Lumpur, Bandar Kuching and Kota Kinabalu. Johor Bahru metropolitan area includes the Johor Bahru district, Kulai Municipal Council, and parts of Pontian District Council. In 2023, the metropolitan area's economy grew by 4.5%, a slowdown from the previous year's 12.7% growth. This modest increase was driven by the release of pent-up demand following the pandemic. Despite a significant rebound in the tourism, retail, and manufacturing sectors due to the reopening of the China and Singapore borders, economic activity remained moderate. The construction sector also experienced steady growth, supported by investments in key transportation, industrial, and renewable energy projects

Scope

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- Johor Bahru economy is a combination of service sector and manufacturing sector. Emerging sectors such as data centre boosted the service sector growth in addition to two high-impact projects, namely the Johor-Singapore Special Economic Zone (JS-SEZ) and the Special Financial Zone (SFZ) are the key to the robust economic growth of the area
- With the reopening of borders in 2022, Johor Bahru state saw a significant surge in domestic tourism, recording 12.3 million domestic tourists compared to 3.6 million in 2021. Of these, 45.7% were daily visitors and 54.3% were overnight visitors. The state tourism board is now intensifying efforts to attract tourists from Singapore

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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