

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

Industry Report | 2024-03-14 | 32 pages | MarketLine

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Report description:

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

Summary

"City Profile - Prague" 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 Prague.

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

Prague city, located on the banks of Vltava River, is the capital of Czech Republic. The city is the key financial and economic center of the country. Prague metropolitan area, which includes Prague city and Central Bohemian Region, contributed around 38.8% of the national GDP in 2023. The Czech Republic's post-pandemic recovery was disrupted by the Russia-Ukraine war, causing high energy costs, reduced investment, and weak demand. Despite these challenges, tourism, hospitality, and retail growth led to moderate economic expansion in 2023.

Scope

- The service sector remains the key contributor to the regional economy and the major employer in 2023

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- Prague city is one of the key tourist destinations in Europe, for both domestic and international tourists. The city experienced a notable increase in tourists, showing a strong recovery from the pandemic years, driven by the return of professional events and leisure travel.

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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