

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

Industry Report | 2024-11-05 | 32 pages | MarketLine

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### **Report description:**

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

#### Summary

"City Profile - Lagos" 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 Lagos.

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

Lagos metropolitan area contributed 12.8% to Nigeria's GDP in 2023. The area's real GDP grew by 2.2% in 2023 compared to previous year. Despite Nigeria's broader economic crisis, the metropolitan area demonstrated recovery, with a focus on completing key infrastructure projects in the 2024 budget.

#### Scope

- The service sector remains the key contributor to the Lagos metropolitan area's economy and employment.
- Nigeria is emerging as a prominent tourism hub in Africa, with Lagos as a major destination. The Lagos state government, in collaboration with national tourism bodies, is implementing a tourism master plan to boost tourism through innovation and

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technology.

## 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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