

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

Industry Report | 2025-03-21 | 34 pages | MarketLine

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Report description:

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

Summary

"City Profile - Bratislava" 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 Bratislava city.

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

Bratislava metropolitan area, located in the south-western part of the Slovak Republic, is the smallest region of the country, accounts for 12.2% of the Slovakia's population. In 2024, Bratislava metropolitan area contributed 28.0% to Slovakia's GDP, driven by the automotive and ICT industries, financial services, and real estate. The automotive sector has attracted significant foreign direct investment for two decades, while emerging sectors like green technology and cybersecurity are gaining traction. The economy grew by 1.9% in real terms, showing resilience amid high inflation, weak foreign demand, and tightening financial conditions. However, sluggish industrial performance, particularly in automotive, has hindered growth despite promising investments from companies like Volvo and Gotion.

Scope

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- The service sector remains the key contributor to the area's economy and the major employer.
- In 2024, Bratislava metropolitan area's tourism sector experienced a strong post-pandemic recovery, attracting a notable influx of domestic and international tourists, despite visitor numbers still falling short of pre-pandemic levels.

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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