

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

Industry Report | 2025-03-07 | 34 pages | MarketLine

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**Report description:**

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

Summary

"City Profile - Bordeaux" 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 Bordeaux.

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

In 2024, Bordeaux metropolitan area contributed 2.5% to France's GDP, growing by 1.5% in real terms. Economic activity reflected broader stagnation in the Gironde Department, marked by declining key indicators and political instability. The construction sector struggled due to a real estate slowdown and reduced state aid, while the service sector also declined. Businesses faced challenges from inflation, decreased demand, and rising costs, leading to postponed investments and declining confidence.

Scope

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

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- In 2024, Bordeaux city excelled in sustainable tourism, ranking as the top French city and 6th globally on the Global Destination Sustainability Index (GDS-Index) with a score of 83.3%. The Bordeaux metropolitan area also maintained stable visitor numbers and emphasized sustainable tourism, aligning with trends in the Gironde Department

#### 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.

#### Table of Contents:

##### Table of Contents

1. City Snapshot
  2. PEST Analysis
    - 2.1 Political
    - 2.2 Economic
    - 2.3 Social
  3. Technology and Infrastructure
    - 3.1 Communications
    - 3.2 Internal Transport Networks
    - 3.3 Connectivity
    - 3.4 Airport
    - 3.5 Port
  4. Business Environment Analysis
  5. Travel and Tourism
    - 5.1 Tourism Flows
    - 5.2 Hotels
    - 5.3 Attractions
    - 5.4 Events
  6. Construction and Real Estate
    - 6.1 Investment
    - 6.2 Real Estate Market
  7. Retail
    - 7.1 Retail Market
    - 7.2 Consumption, Income and Prices
- About MarketLine
- Contact Us

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