

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

Industry Report | 2025-03-14 | 33 pages | MarketLine

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Report description:

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

Summary

"City Profile - Shenzhen" 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.

Shenzhen metropolitan area is the one of most populous area in China, with the population density of 1,992 people/km². Shenzhen, a pivotal city in the Pearl River Delta, has transformed into a dynamic international metropolis, primarily driven by its robust service and secondary sectors, including manufacturing, trade, finance, and technology innovation. In 2024, Shenzhen's economy grew by 5.1%, supported by a strong industrial sector, substantial fixed asset investments, and a rebound in retail sales surpassing CNY1.0 trillion (\$138.9 billion). Over the forecast period (2025-30), Shenzhen's real GDP is projected to grow at an average rate of 4.3%, outpacing other major cities in China. The city remains committed to technological advancement and economic diversification, positioning itself as a global leader in innovation and industry.

Scope

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- The service sector remains the key contributor to Shenzhen city's economy and the major employer.
- Shenzhen has emerged as a popular tourist destination for both domestic and international visitors, with a significant boost in tourism following the opening of the bullet train line to Hong Kong in 2018. The city recorded 77.4 million overnight tourist arrivals in 2023, a 58.0% increase from the previous year, driven by cultural attractions like the Chinese Folk Culture Village and Lianhuashan Park

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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