

**City Profile - Athens; 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 | 35 pages | MarketLine

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**Report description:**

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

**Summary**

"City Profile - Athens" 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 Athens.

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

Athens is largest economic region in Greece and home to majority of the services sector of the country. Athens metropolitan area contributed 45.7% of the country's GDP in 2024. The municipality's positive primary operating balance and financing surplus for 2024, coupled with low debt levels underscore its robust fiscal position. Additionally, Athens has benefitted from a strong liquidity profile and strategic investments in infrastructure and green initiatives

**Scope**

- The service sector remains the key contributor to Athens metropolitan area's economy and the major employer.
- Athens is one of the major tourist destinations in Greece, renowned for its historic sites, including the Acropolis. The city is

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promoted as a city-break destination and continues to attract both domestic and international tourists

- The construction sector in the Athens metropolitan area experienced significant growth in 2024, contributing 1.1% to the total GVA. Key projects include the development of a city park, refurbishment of stadiums, and the construction of luxury hotels

## 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

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#### Contact Us

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