

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

Industry Report | 2025-03-28 | 32 pages | MarketLine

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**Report description:**

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

**Summary**

"City Profile - Zagreb" 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 Zagreb.

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

Zagreb, Croatia's capital, contributed 41.9% to the national GDP in 2024, driven by sectors like chemicals and pharmaceuticals. The Zagreb Innovation Center (ZICER) launched a business plan to boost entrepreneurship. The region recorded a 2.7% economic growth in 2024, supported by increased household consumption and investment. Additionally, decreasing public debt reflects improved fiscal management and greater attractiveness for future investments.

**Scope**

- The service sector remains the key contributor to Zagreb metropolitan area's economy and the major employer.
- Zagreb is among Europe's leading destinations for business, tourism attractions, and entertainment for people from all over the

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world. In 2024, Zagreb city continued to thrive as a prominent European destination, recognized for its rich culture, history, and gastronomy. The Zagreb Tourist Board actively promoted the city through various marketing efforts.

- The construction sector in the Zagreb metropolitan area contributed 3.8% to the GVA in 2024, with significant investments including a EUR535 million (\$546.3 million) AI-driven production plant, the construction of a five-star Hyatt hotel, and the major Botovo-Zagreb-Rijeka railway project

#### 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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