

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

Industry Report | 2025-04-21 | 33 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$250.00
- Site License (PDF) \$375.00
- Enterprisewide license (PDF) \$500.00

Report description:

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

Summary

"City Profile - Auckland" 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 Auckland.

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

Auckland urban area is the economic hub of New Zealand, contributed over 30.6% to the national economy in 2024. The area's economy experienced a real growth of 1.0% in 2024, up from 0.4% in 2023, primarily due to a significant influx of foreign direct investment (FDI) and proactive government initiatives aimed at enhancing investor confidence. The "Create Auckland 2030" plan aims to enhance the city's status as a global creative capital, with the creative sector anticipated to grow significantly, including the creation of over 6,800 new jobs by 2027.

Scope

- The service sector remains the key contributor to the economy of Auckland urban area and the major employer.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Auckland is a key tourist destination in the country for both domestic and international tourists. Auckland's tourism sector significantly contributes to the local economy, generating NZD6.0 billion (\$3.6 billion) in FY2024. The sector is expected to be driven by initiatives like "Go with Tourism" and "Destination AKL 2025."
- The construction sector in Auckland is a vital part of the economy, contributing NZD9.6 billion (\$5.8 billion) to the GVA in 2024. The sector is expected to grow at an average annual growth 6.3%, supported by major infrastructure projects and government investments.

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

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Industry Report | 2025-04-21 | 33 pages | MarketLine

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$250.00
	Site License (PDF)	\$375.00
	Enterprisewide license (PDF)	\$500.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

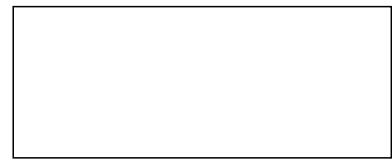
Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Company Name*	<input type="text"/>	City*	<input type="text"/>
Address*	<input type="text"/>	Country*	<input type="text"/>
Zip Code*	<input type="text"/>	Date	<input type="text" value="2026-02-17"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Signature

A large, empty rectangular box with a thin black border, intended for a handwritten signature.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com