

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

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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.

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- 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.

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