

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

Industry Report | 2025-05-02 | 38 pages | MarketLine

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Report description:

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

Summary

"City Profile - Hong Kong" 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 Hong Kong.

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

Hong Kong SAR comprises three geographical regions, namely Hong Kong Island, Kowloon Peninsula, and New Territories, and more than 200 outlying islands. Hong Kong being one of the main business hubs of Asia, acts as accelerator for the economic growth. In 2024, Hong Kong's economy grew moderately by 2.5% in real terms, mainly driven by the external sector. Service exports increased, and overall investment expenditure expanded. However, private consumption slightly declined due to changing consumption patterns, while investment continued to rise alongside economic growth.

Scope

- The service sector remains the key contributor to the regional economy and the major employer.

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- In 2024, Hong Kong SAR's tourism sector focused on revitalization after its full reopening. The Hong Kong Tourism Board (HKTB) launched the "Hello Hong Kong" campaign, adapting strategies to evolving traveler preferences. Key initiatives included hosting mega events, enhancing visitor experiences, and promoting Hong Kong as a diverse destination, including for Muslim travelers. HKTB implemented targeted marketing and a new hospitality campaign, supported by the central government and the "Tourism Industry Development Blueprint 2.0," to expand its reach in priority markets with diverse tourism offerings.

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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