

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

Industry Report | 2025-04-17 | 32 pages | MarketLine

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Report description:

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

Summary

"City Profile - Istanbul" 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 Istanbul.

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

In 2024, the Istanbul metropolitan area contributed 32.3% to Turkey's GDP, heavily relying on tourism and the service sectors. It also plays a crucial role in industry, employing 40% of the country's industrial labor with manufacturing units producing a variety of goods, including textiles, food, and electronics. As Turkey's financial capital, Istanbul hosts Borsa Istanbul and major financial institutions like Citibank and JP Morgan. The area's economy grew by 2.9% in real terms, driven by new investments in finance, technology, logistics, real estate, and tourism, alongside continued foreign investment supported by economic growth and infrastructure improvements.

Scope

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- The service sector and industrial sector are the key contributors to the area's economy and the major employers in the area.
- In 2024, Istanbul reinforced its position as Turkey's top destination, welcoming 18.5 million international tourists, a 7% increase from 17.3 million the previous year. Key sources of visitors included Russia (10.7%), Germany (7.6%), Iran (6.2%), and the US (5.2%). This growth reflects Istanbul's appeal as a vibrant financial, commercial, and cultural hub, indicating a positive trend for the city's tourism sector

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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About MarketLine

Contact Us

Scotts International. EU Vat number: PL 6772247784

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