

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

Industry Report | 2025-04-25 | 34 pages | MarketLine

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Report description:

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

Summary

"City Profile - Johor Bahru" 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 Shenzhen.

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

Johor Bahru is the capital city of Johor State (Johor) in Malaysia. The city of Johor Bahru has been identified as one of the key competitive cities for economic development, other than Kuala Lumpur, Bandar Kuching and Kota Kinabalu. Johor Bahru metropolitan area includes the Johor Bahru district, Kulai Municipal Council, and parts of Pontian District Council. In 2024, the metropolitan area contributed 5.6% to the country's GDP, with a 5.5% real growth driven by plastics, electronics, petrochemicals, food processing, trade, tourism, and services. Johor's economy outpaced national growth, fueled by increased imports and trade, and became a key contributor to Malaysia's trade. Significant investments over the past two years created thousands of jobs, with initiatives like the Forest City Special Financial Zone and Johor-Singapore Special Economic Zone set to further boost employment. The state is focusing on high-growth sectors such as food technology, agritech, and renewable energy for sustainable economic growth

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Scope

- The service sector remains the key contributor to the regional economy and the major employer.
- In 2024, Johor Bahru's tourism sector gained momentum with strong government and industry support, notably by hosting the ASEAN Tourism Forum (ATF) for the first time. This premier Southeast Asian travel trade event attracted nearly 300 international buyers and 100 exhibitors. The forum featured ministerial meetings, technical tours, and site visits to key attractions like Legoland Malaysia Resort and Johor Premium Outlets, enhancing Johor Bahru's reputation as a growing regional tourism destination.

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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