

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

Industry Report | 2025-05-28 | 33 pages | MarketLine

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### **Report description:**

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

#### Summary

"City Profile - Melbourne" 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 Melbourne.

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

Greater Melbourne is one among the 16 GCCSA (Greater Capital City Statistical Area) and is the second most populous GCCSA in Australia. Greater Melbourne, contributing 17.2% to Australia's GDP in 2024, has transitioned to a knowledge-driven economy, with emerging sectors such as digital technologies, advanced manufacturing, and health sciences gaining prominence.

#### Scope

- The service sector remains the key contributor to the Melbourne metropolitan area's economy and the major employer.
- Greater Melbourne's tourism sector experienced significant growth in 2024, attracting 32.6 million visitors, with a notable contribution from international markets, particularly China and India, which solidified the city's status as a premier destination in

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the Asia-Pacific region.

- The construction sector in Greater Melbourne contributed 8.2% to the total GVA in 2024, facing challenges such as rising insolvencies and labor shortages, but is projected to grow at an average annual rate of 5.4% during 2025-30, driven by investments in renewable energy and transport infrastructure.

## 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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