

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

Industry Report | 2025-07-31 | 35 pages | MarketLine

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Report description:

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

Summary

"City Profile - Rotterdam" 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 Rotterdam.

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

Rotterdam is the second largest city in the Netherlands, in terms of population. Rotterdam metropolitan area generated 10.6% of the Netherlands' GDP in 2024, leveraging its strategic connectivity and the Port of Rotterdam to anchor a diversified economy spanning maritime, logistics, energy transition, IT/tech, life sciences, and agri-food. The services sector is the largest contributor to the area's economy and jobs, accounting for 76.5% of GVA and 84.5% of total employment in 2024.

Scope

- Rotterdam is the second most visited city in the Netherlands after Amsterdam. Tourism industry is one of the key drivers of the economy of the area. National efforts to relieve pressure on Amsterdam are shifting more visitors toward Rotterdam through

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better connectivity, greener mobility options, and improved digital visitor infrastructure.

- Construction activity is slowing overall, with renewable-energy project viability creating added uncertainty and delaying momentum in parts of the market.

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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