

Tbilisi City Review

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Abstracts

Tbilisi is one of the largest cities in the Caucasus, with a strategic location between Europe and Asia. In 2012, the city had a population of 1.3 million in its metropolitan area and generated half of the country's economic output. Tbilisi also has a US\$4.2 billion strong consumer market, with an average household spending 35% more than that elsewhere in Georgia. Particularly notable differences occur in discretionary spending categories, such as education, recreation and catering.

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Contents

TBILISI CITY REVIEW

Tbilisi Review at A Glance

Understanding Tbilisi Review Structure

Chart 1 Overview

Key Facts on Tbilisi

Summary 1 Key Facts On Tbilisi 2007, 2012, 2017

Tbilisi Highlights

History

Delimitation of the Metropolitan Region

Chart 2 Map Of Tbilisi Metropolitan Area

Main Business Districts

Economy of the City

Industrial Make-up

Chart 3 Industrial Composition Of Tbilisi 2012

Chart 4 Labour Productivity: Selected Cities 2012

Summary 2 Tbilisi Manufacturing 2012

Summary 3 Tbilisi Commerce 2012

Summary 4 Tbilisi Business services 2012

Recent Developments and Outlook

Summary 5 Labour Market Changes in Tbilisi 2007-2012

Chart 5 Dynamics Of Real GDP In Tbilisi, Georgia and Other Cities in Eastern Europe over the 2007-2017

Consumer Profile

City Demographics

Chart 6 Population By Age 2012

Chart 7 Drivers Of Population Growth In Tbilisi 2007-2012

Household Income

Chart 8 Household Distribution By Income In Tbilisi 2012 and 2017

Consumer Expenditure

Structure of Household Budget

Summary 6 Tbilisi Household Budget Structure By Consumer Expenditure Item, % of total

Chart 9 Comparison Of Household Expenditure in Tbilisi and Georgia

City Lifestyle

City Affordability

Chart 10 Household Expenditure On Housing: Selected Cities 2012

Chart 11 Household Expenditure On Transport: Selected Cities 2012

Definitions

Appendix

Summary 7 GDP Development, 2007, 2012, 2017

Summary 8 GDP By Origin, Current Prices, US\$, Million, 2007-2012

Summary 9 Population And Labour Force, 2007-2012

Summary 10 Employed population by economic sector, % of total, 2007-2012

Summary 11 Population By Sex And Broad Age Groups, '000, 2007-2012

Summary 12 Population Growth, 2007-2012

Summary 13 Total Population, 2013-2017, 2020

Summary 14 Population By Educational Attainment, 2007-2012

Summary 15 Structure Of Consumer Expenditure By Main Category, 2007-2012

Summary 16 Consumer Expenditure By Main Category, Per Household, Constant (2012) Prices, US\$, 2007, 2012, 2017

Summary 17 Households By Income Band, % Of Total, Constant (2012) Prices 2007, 2012, 2017

Summary 18 Households By Income Band, '000, Current Prices 2007-2012

Summary 19 Inflation, 2007-2012

Summary 20 Transport indicators, 2007-2012

Summary 21 Tourism 2007-2012

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