

PESTLE Analysis of Austria 2013, January 2013

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Abstracts

Austria is a landlocked country located in Central Europe, bordering European countries such as Hungary, Slovakia, Germany, Slovenia, and Italy. Like the entire continent, the Austrian economy was greatly affected by the global financial crisis that began in 2008-2009. The Austrian economy grew moderately in 2011, and the country achieved good growth due to its economic reforms, currency appreciation, and huge inflow of Foreign Direct Investment (FDI). The Austrian economy is expected to reach \$427 billion by 2018 with a good growth over the next five years.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on this country and presents its findings in "PESTLE Analysis of Austria 2013." This study provides a concise overview of the economy as well as potential growth opportunities in Austria.

The service and manufacturing sectors are the main contributors to Austria's GDP. The economy is expected to slow down somewhat in 2013, which can be attributed to the manufacturing industry and the agricultural sector. Labor wages in Austria are also high affecting labor-intensive industries and the flow of FDI into the country.

Lucintel's study discusses the major drivers of the Austrian economy. High per capita income is a key component of Austria's economy. This higher per capita income is leading the strong domestic demand especially for consumer durable goods, finance, and insurance, food, and accommodation services. The service sector is also another key driver and contributed 69% of GDP in 2012. Industries such as business services, financial, insurance, and accommodation also are driving growth.

The report provides an analysis of the political, economic, social, technological, legal, and environmental conditions of Austria. The study includes an analysis of the macro economy of the country, its political scenario, and the social, technological, and

environmental influencers of the Austrian economy. Lucintel has performed a SWOT analysis of Austria and it is included in the report as well. The narrative also provides the knowledge on leading industries, the emerging trends in the country, and the market entry strategy for doing business in Austria.

This unique report from Lucintel will provide you with valuable information, insights and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

Features of This Report:

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "PESTLE Analysis of Austria 2013" include:

- Trend and forecast for key macroeconomic variables that are useful to make major investment decision.

- Analysis on economic activity, Government debt, investment environment, and trade structure of the country

- Major industries in Austria and its contribution to GDP

- Trends in savings, investments and consumptions

- Analysis of Political, Economic, Social, Technological, Legal and Environmental scenario as well as its impact on the different industries.

- Analyses on geographical importance and social structure such as labor quality

- Strength, Weakness, Opportunity and Threat (SWOT) analysis of Austria

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