

# PESTLE Analysis of Greece 2013, July 2013

<https://marketpublishers.com/r/P40A4BD5FFBEN.html>

Date: July 2013

Pages: 185

Price: US\$ 750.00 (Single User License)

ID: P40A4BD5FFBEN

## Abstracts

Greece's economy is likely to witness modest growth over the next five years and reach an estimated \$280.6 billion at the current price by 2018. The country has high economic risk due to higher amount of external debt taken from IMF and other countries during Euro debt crisis.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the political, economic, social, technological, legal, and environmental risks of the country and presents its findings in "PESTLE Analysis of Greece 2013." This report gives the insightful SWOT analysis of Greece, thus helping the investors to easily understand the strengths, weakness, opportunities, and threats of Greece's economy.

Greece which experienced economic and political turmoil in recent years is likely to face many challenges in its quest to achieve growth and competitive edge of the economy and demographic developments. Greece has a multi-party political system. Coalition government is in power since March 2009 with instable government. The government of Greece has taken austerity measures to recover from the current economic scenario of negative GDP growth rate. Apart from economic scenario the country is also trying measures to repay the loans taken from IMF and EU countries. In order to develop industries, Greece is likely to increase its investments on R&D from current 0.56% of GDP to 1% by 2015. The main focus on R&D is expected to be in the improvement of technology for manufacturing expansion and increase industrial growth.

Lucintel report also points out towards the strong points of the Greece economy. Tourism and shipping industry are driving the Greek economy. Due to large coastline in Greece shipping industry also plays major role in driving the economy. All industries are expected to grow smoothly after recovery from crisis after 2015. Strong domestic demand is key driver of Greece's economy. Strong work force and natural resources

drives the economy. Greece is emerging as a strategic energy hub in Southeast Europe and a desirable location for investment in Wind, Solar, and Bio-energy. Most of the sectors of Greece are open for FDI. With new economy policy, Greece is attracting more FDI and FII.

This report analyzes the impact of different macroeconomic indicators of the country on different industries as well as economic and business risk involved in economy. In the current economic scenario of the country retail, real estate, and pharmaceutical industry are likely to be most affected. This report will be helpful for strategic analysis done by CEO, managers, Bankers, Industrialist who wants to know about political, social, and economic outlook of Greece. This report will also benefit those who want to invest in Greece. This report help the reader to understand the economic strength and risk involved in the Greece

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 Greece 2013" include:

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

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

- Major industries in Greece and its contribution to GDP

- Trends in savings, investments, and consumptions

Analysis of Political, Economic, Social, Technological, Legal, and Environmental scenarios as well as their impact on different industries

Analyses on geographical importance and social structure such as labor quality

Strength, Weakness, Opportunity, and Threat (SWOT) analysis of Greece

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. GREECE POLITICAL ANALYSIS**

2.1: Structure and stability of government

2.2: Government policy agenda

2.2.1: Policy agenda

### **3. GREECE ECONOMIC ANALYSIS**

3.1: Sectoral contribution to GDP and GDP growth rate

3.2: Pricing trends-inflation and interest rates

3.3: Consumption, saving, and investment trends

3.4: International trade and its contribution to GDP

3.5: Foreign direct investment by industry

### **4. GREECE ECONOMIC AND BUSINESS RISK ANALYSIS**

4.1: Risk in current account balance

4.2: Terms of trade of Greece

4.3: Risk in balance of payment (BOP)

4.4: Risk in financial sector-fiscal balance

4.5: Risk in external sector

4.5.1: External debt and default risk

4.5.2: Risk in foreign exchange reserves and exchange rate

4.6: Credit rating of countries

### **5. GREECE SOCIAL ANALYSIS**

5.1: Social and demographic analysis

5.2: Labor market 5.3: Social development index

### **6. GREECE R&D AND TECHNOLOGICAL FACTORS**

6.1: R&D expenditure in Greece

6.2: Impact of technology in industry

6.3: Technology policy

## **7. GREECE LEGAL ANALYSIS**

7.1: Company law

7.2: Labor law

7.3: Tax law

7.4: Recent economic policies

7.5: Doing business in Greece 2013

## **8. GREECE ENVIRONMENTAL ANALYSIS**

8.1: Environment policy

## **9. SWOT ANALYSIS OF GREECE**

## List Of Figures

### LIST OF FIGURES

#### CHAPTER 3. GREECE ECONOMIC ANALYSIS

- Figure 3.1: Global economic scenario
- Figure 3.2: Trend of real GDP growth rate
- Figure 3.3: Forecast of real GDP Growth rate
- Figure 3.4: Trend of Per Capita Income
- Figure 3.5: GDP Sectoral Contribution, 2012
- Figure 3.6: Share of different sectors to GDP
- Figure 3.7: Trend of leading industries in Greece
- Figure 3.8: Quarterly trend of inflation and interest rates
- Figure 3.9: Annual trend of inflation and interest rate
- Figure 3.10: Trend of savings and investments as percentage of GDP
- Figure 3.11: Trend of consumption expenditure as percentage of GDP
- Figure 3.12: Greece's international trade structure
- Figure 3.13: Exports and imports as percentage of GDP
- Figure 3.14: FDI inflows by industry

#### CHAPTER 4. GREECE ECONOMIC AND BUSINESS RISK ANALYSIS

- Figure 4.1: Trend of current account balance and percentage of GDP
- Figure 4.2: Terms of trade of Greece
- Figure 4.3: Trend of balance of payment
- Figure 4.4: Trend of gross government debt as percentage of GDP
- Figure 4.5: Trend of gross government debt
- Figure 4.6: Trend of foreign exchange reserves and exchange rate

#### CHAPTER 5. GREECE SOCIAL ANALYSIS

- Figure 5.1: Political map of Greece
- Figure 5.2: Trend of population in Greece
- Figure 5.3: Population age structure
- Figure 5.4: Trend of unemployment rate in Greece

#### CHAPTER 6. GREECE R&D AND TECHNOLOGICAL FACTORS

Figure 6.1: Trend of R&D expenditure in Greece

## List Of Tables

### LIST OF TABLES

#### CHAPTER 1. EXECUTIVE SUMMARY

Table 1.1: Factors affecting business in Greece

#### CHAPTER 2. GREECE POLITICAL ANALYSIS

Table 2.1: Political factors and its impact on business

#### CHAPTER 3. GREECE ECONOMIC ANALYSIS

Table 3.1: Factors affecting retail industry growth

Table 3.2: FDI limits by industry

Table 3.3: Economic factors and its impact on business

Table 3.4: Economic Insights of Greek economy

#### CHAPTER 4. GREECE ECONOMIC AND BUSINESS RISK ANALYSIS

Table 4.1: Credit rating of countries by Moody's, Fitch, and S&P

#### CHAPTER 5. GREECE SOCIAL ANALYSIS

Table 5.1: Corruption, GINI, Homicide, and Human Development Index

Table 5.2: Social factors and its impact on business

#### CHAPTER 6. GREECE R&D AND TECHNOLOGICAL FACTORS

Table 6.1: Technological factor and its impact on business

#### CHAPTER 7. GREECE LEGAL ANALYSIS

Table 7.1: Tax rates in Greece, 2013

Table 7.2: Indicators for starting business

Table 7.3: Ranking of procedures for starting up a business

Table 7.4: Legal factors and its impact on business

## **CHAPTER 8. GREECE ENVIRONMENTAL ANALYSIS**

Table 8.1: Environmental factor and its impact on business

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