

# PESTLE Analysis of Spain 2013, May 2013

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## Abstracts

Plagued by a high fiscal deficit since 2009, the Spanish economy is expected to experience a slow growth rate and reach an estimated \$1.42 trillion at the current prices by 2018. Spain's high fiscal deficit had led to high sovereign debt of the economy, placing Spain at a disadvantageous position as compared to other European Union nations. As per Lucintel's estimate, Spain's economy is expected to continue decelerating throughout 2013 due to weak external demand and the consolidation measures taken by government to reduce the general government deficit to 6.3% of GDP during 2013.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the various growth opportunities and risk factors associated with the country and present its findings in "PESTLE Analysis of Spain 2013." Spain also has a much higher unemployment rate than the other European countries. This high unemployment rate results in reduced household consumption and negatively affects economic growth.

Despite the country's various shortcomings, Lucintel research indicates that Spain has numerous strong points. Spain has a favorable geographic location in Europe; it is the gateway to the Mediterranean and North Africa. The strategic location of the country attracts foreign investments for the country with \$27.8 billion in 2012. The strong tourism industry, which ranked as the second-largest earner worldwide after the US, is another unique selling point of Spain. Most of the sectors of Spain are open for the foreign direct investment (FDI), except media and transportation. With new economy policies in place, Spain is beginning to attract more FDI and foreign institutional investment. The country has well-defined investment policies and support from government and industry associations.

Lucintel's report provides an in-depth analysis of the macroeconomic, political scenario,

social, and technological scenarios of the country. This report provides information about leading industries and the emerging business sectors in the country. It presents an insightful SWOT analysis of the country. This report can help the investor easily understand the strengths, weakness, opportunities, and threats of the Spanish economy.

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 Spain 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 Spain 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 Spain

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