

# PESTLE Analysis of Switzerland 2013, December 2012

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## Abstracts

The GDP of Switzerland is expected to reach \$672.4 billion by 2018, growing at a CAGR of 2%. The economic slowdown in Europe is likely to shrink the GDP growth of the country and weaken its fiscal position in 2013, but it is anticipated to revive again in 2014. The deepening Euro crisis has made the Swiss economy a safe haven for investors. Its currency has significantly appreciated, leading to a deflationary situation in the country. Switzerland's service sector is the leading segment, making maximum contributions to the economy.

Lucintel, a leading global management consulting and market research firm, has conducted an analysis of the political, economic, social, technological, legal, and environmental conditions of Switzerland and presents its findings in "PESTLE Analysis of Switzerland 2013."

The report outlines that worsening Euro debt crisis has surged capital inflows into the country, which has led to the gradual appreciation of Swiss franc, dragging the economy into deflation territory. The country's aging population accounts for 22% of the total populace and has put pressure on the social security funds of the government. This type of situation can have a negative impact on the fiscal balance of the country in the absence of certain reforms.

The study reveals that increasing per capita income and high urbanization have paved the way for huge business opportunities in food, real estate, retail and consumer products, and automotive industries. Opportunities in the high-tech and telecommunication technology industries exist, as they benefit from the excellent educational quality of the universities in the nation.

Lucintel's report includes an examination of the macro economy of Switzerland, the nation's political scenario, as well as social and technological analyses. The study

provides knowledge about leading industries and the emerging trends in the country, as well as the market entry strategy for doing business in Switzerland.

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 Switzerland 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 Switzerland 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 Switzerland

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. SWITZERLAND'S POLITICAL ANALYSIS**

2.1: Structure and stability of government

2.2: Government policy agenda

2.2.1: Policy agenda

### **3. SWITZERLAND'S 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. SWITZERLAND'S SOCIAL ANALYSIS**

4.1: Social and demographic analysis

4.2; Labor market

4.3: Social development index

### **5. SWITZERLAND'S R&D AND TECHNOLOGICAL FACTORS**

5.1: R&D expenditure in Switzerland

5.2: Impact of technology in industry

5.3: Technology policy

### **6. SWITZERLAND'S LEGAL ANALYSIS**

6.1: Corporate law

6.2: Tax law

6.4: Recent economic policies

6.5: Doing business in Switzerland 2013

### **7. SWITZERLAND'S ENVIRONMENTAL ANALYSIS**

7.1: Environment policy

## **8. SWOT ANALYSIS OF SWITZERLAND**

## List Of Figures

### LIST OF FIGURES

#### Chapter 3. Switzerland's 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

Figure 3.6: Share of different sectors to GDP

Figure 3.7: Trend of leading industries in Switzerland

Figure 3.8: Annual trend of inflation and interest rate

Figure 3.9: Trend of savings and investments as percentage of GDP

Figure 3.10: Trend of consumption expenditure as percentage of GDP

Figure 3.11: Switzerland's international trade structure

Figure 3.12: Exports and imports as percentage of GDP

Figure 3.13: FDI inflows by industry

#### Chapter 4. Switzerland's Social Analysis

Figure 4.1: Political map of Switzerland

Figure 4.2: Trend of population in Switzerland

Figure 4.3: Population age structure

Figure 4.4: Trend of unemployment rate in Switzerland

#### Chapter 5. Switzerland R&D and Technological Factor

Figure 5.1: Trend of R&D expenditure in Switzerland

## List Of Tables

### LIST OF TABLES

Chapter 1. Executive Summary

Table 1.1: Factors affecting business in Switzerland

Chapter 2. Switzerland's Political Analysis

Table 2.1: Political factors and its impact on business

Chapter 3. Switzerland's Economic Analysis

Table 3.1: FDI Limits by Industry

Table 3.2: Economic factors and its impact on business

Chapter 4 Switzerland's Social Analysis

Table 4.1: Corruption, GINI, Homicide and Human Development Index

Table 4.2: Social factors and its impact on business

Chapter 5. Switzerland's R&D and Technological factor

Table 5.1: Technological factors and its impact on business

Chapter 6. Switzerland's Legal Analysis

Table 6.1: Tax rates for unmarried taxpayers in Switzerland, 2012

Table 6.2: Tax rates for married taxpayers in Switzerland, 2012

Table 6.3: Indicators for starting business

Table 6.4: Ranking of procedures for starting up a business

Table 6.5: Legal factors and its impact on business

Chapter 7. Switzerland's Environment Analysis

Table 7.1: Environmental factors and its impact on business

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