

# City Profile - Athens; Comprehensive overview of the city, PEST analysis and analysis of key industries including technology, tourism and hospitality, construction and retail

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## Abstracts

City Profile %li%Athens; Comprehensive overview of the city, PEST analysis and analysis of key industries including technology, tourism and hospitality, construction and retail

### Summary

“City Profile %li%Athens” provides historical and forecast data on key city level metrics along with analytical coverage of the latest political, economic, social, technological, infrastructural, legal and environmental issues affecting Athens. The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

Athens is largest economic region in Greece and home to majority of the services sector of the country. Athens metropolitan area contributed 45.6% of the country's GDP in 2023, driven by its strong manufacturing and foreign trade sectors. The area's real GDP growth slowed compared to 2022 due to a decline in tourism and the impact of extreme weather events.

### Scope

The service sector is the key contributor to Athens metropolitan area's economy and provides more than 85% of total employment. Tourism sector is prominent sector to Athen's economy backed by its rich cultural heritage and historic sites

such as the Acropolis. Surge in international arrivals primarily from the UK, Germany, and France underpinned the growth of the tourism sector in post pandemic period

The construction sector in Athens grew by 5.8% in 2023, driven by public and private infrastructure projects, including city parks, stadium refurbishments, and ultra-luxury developments along the Athens Riviera.

## Reasons to Buy

Gain a comprehensive knowledge of future economic and demographic trends and understand the performance of various sectors within the city.

Analyze and understand the business environment in the city to align your investment and expansion strategies.

The report helps to drive a conclusion in choosing a suitable city to invest or expand according to your business structure.

Explore new opportunities in the hospitality, tourism, construction, real estate and retail sectors.

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