

Basel - Comprehensive Overview of the City, PEST Analysis and Key Industries including Technology, Tourism and Hospitality, Construction and Retail

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Abstracts

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SUMMARY

“City Profile - Basel” 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 Basel.

The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

Basel is the third largest region in Switzerland after Geneva and Zurich in terms of area, economic importance and population. Basel metropolitan area’s economy accounted for 20.8% of the country's GDP in 2021. The area accounts for 26% of the value of exported goods of the country. The region’s leadership capabilities in the domain of life sciences and other technology sectors enhance the area’s importance in the country.

SCOPE

The service sector remains the key contributor to the regional economy - and the major employer.

Basel is a key tourist destination in Switzerland for both domestic and international tourists and experienced growth in 2021.

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.

Contents

City Snapshot
PEST Analysis
Political
Economic
Social
Technology and Infrastructure
Communications
Internal Transport Networks
Connectivity
Airports
Ports
Business Environment Analysis
Travel and Tourism
Tourism Flows
Hotels
Attractions
Events
Construction and Real Estate
Investment
Real Estate Market
Retail
Retail Market
Consumption, Income and Prices
Appendix
Sources
Further Reading
Ask the Analyst
About MarketLine
Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Basel metropolitan area - key facts (estimates), 2021

Table 2: Basel metropolitan area - real GDP and real GDP growth, 2000-25

Table 3: Basel metropolitan area - economic growth comparison (Index 2010=100), 2000-25

Table 4: Basel metropolitan area - GDP per capita comparison, 2000-25 (\$)

Table 5: Basel metropolitan area - employment structure, 2000-25 (% of total)

Table 6: Basel metropolitan area - main universities, 2021

Table 7: Basel metropolitan area - population comparison, 2000-25 (million)

Table 8: Basel metropolitan area - population by age, 2000-25 (% of total)

Table 9: Basel metropolitan area - mass transit network indicators, 2021

Table 10: Basel metropolitan area - EuroAirport Basel Mulhouse Freiburg airport's key indicators, 2016-22*

Table 11: Basel city - Fortune Global 500 companies, HQ in City, 2021

Table 12: Basel city - office rents, 2021

Table 13: Basel region - tourist arrivals, 2017-21 (number)

Table 14: Basel region - international tourist arrivals by country of residence, 2017-21 (number)

Table 15: Basel region - overnight stays, 2017-21 (number)

Table 16: Basel region - international overnight stays by country of residence, 2017-21 (number)

Table 17: Basel region - key hotel indicators, 2017-21

Table 18: Basel metropolitan area - MICE and other events

List Of Figures

LIST OF FIGURES

Figure 1: Basel metropolitan area - real GDP and real GDP growth, 2000-25

Figure 2: Basel metropolitan area - economic growth comparison (Index 2010=100), 2000-25

Figure 3: Basel metropolitan area - GDP per capita comparison, 2000-25

Figure 4: Basel metropolitan area - employment structure, 2000-25 (% of total)

Figure 5: Basel metropolitan area - population comparison, 2000-25

Figure 6: Basel metropolitan area - population by age, 2000-25 (% of total)

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