

# **Bordeaux - 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**

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

### **SUMMARY**

“City Profile - Bordeaux” 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 Bordeaux.

Bordeaux metropolitan area covers Gironde department. It is located in France’s largest region by area, Nouvelle-Aquitaine. Bordeaux metropolitan area’s population was 1.66 million in 2021, or 2.5% of the country’s population. The area’s economic growth has been supported by industries such as agriculture, tourism, manufacturing, defense and air space, laser and photonics, health, biotechnology, and digital economy. In 2021 the area's economy added 2.4% to the country’s GDP.

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

### **SCOPE**

The service sector remains the key contributor to the regional economy and the major employer. Bordeaux is one of the most popular tourist destinations in

France, for both domestic and international tourists.

The area is particularly famous for its vineyards and wines. In 2020, the COVID-19 pandemic significantly affected the area's tourism industry. In 2021, the area's construction sector contributed 5.7% to the overall GVA

## **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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