

Bucharest - 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

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SUMMARY

“City Profile - Bucharest” 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 Bucharest.

Bucharest metropolitan area or Bucharest-Ilfov region comprises Ilfov County and the city of Bucharest. Bucharest metropolitan area accommodated 2.29 million people or 12.1% of the country’s population in 2021. Bucharest metropolitan area is the economic hub of the country. The area is a major technology hub in Europe. Its contribution to the country’s GDP was 26.9% in 2021.

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.

The tourism sector is a major employer and contributor to economic growth in Bucharest metropolitan area. In 2020, the area's tourism sector faced slowdown of activity as the COVID-19 pandemic swept across the globe owing to travel restrictions and border closure. Escalating geopolitical tensions pose a threat to the area's tourism sector in the coming months of 2022

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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