

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

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## Abstracts

Cairo City %li%Comprehensive Overview, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail

### Summary

“City Profile – Cairo” 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 Cairo.

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

Cairo city, situated on eastern bank of the Nile River and is the capital of Cairo Governorate and the capital of Egypt. The area’s economy accounts for 15.5% of the national GDP in 2023. Cairo's economy grew slower in 2023 at 4.1% in real terms due to challenges including the Russia-Ukraine conflict, supply chain issues, and higher budget deficits. Construction, manufacturing, and real estate sectors were impacted, but government reforms supported tourism, hospitality, and business environments

### Scope

The service sector mainly drives the economic growth of the area, accounting for 52.8% of the total GVA

In 2023, Cairo's construction sector grew by 19.1%, but at a slower rate due to supply chain disruptions and currency devaluation. To boost the sector, the government extended deadlines for companies on government projects by two months to alleviate rising costs and maintain market activity

## 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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