

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

<https://marketpublishers.com/r/CF1A69A7BCBEN.html>

Date: February 2023

Pages: 35

Price: US\$ 250.00 (Single User License)

ID: CF1A69A7BCBEN

Abstracts

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SUMMARY

“City Profile - Casablanca” 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 Casablanca.

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

Casablanca city is the industrial, commercial, and financial hub of Morocco, accounting for 16.9% of the country’s total GDP in 2022. Key industries driving the city’s economy include banking/insurance, tourism, export industries, public works, phosphate fertilizers, food processing, and textiles

SCOPE

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

Casablanca is the most important tourist destination in the country and attracts

both leisure as well as business tourists throughout the year.

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
Port
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: Casablanca city - key facts, (estimates), 2022
- Table 2: Casablanca city - real GDP and real GDP growth, 2000-30
- Table 3: Casablanca city - economic growth comparison (Index 2010=100), 2000-30
- Table 4: Casablanca city - GDP per capita comparison, 2000-30 (\$)
- Table 5: Casablanca city - employment structure, 2000-30 (% of total)
- Table 6: Casablanca city - population comparison, 2000-30 (million)
- Table 7: Casablanca city - population by age, 2000-30 (% of total)
- Table 8:- Casablanca city - mass transit network indicators, 2021
- Table 9: Casablanca city - Mohammed V International Airport, key airport indicators, 2019-22*
- Table 10: Morocco - tourism indicators, 2017-22*
- Table 11: Morocco - hotel demand and supply indicators, 2017-22* (number)
- Table 12: Casablanca city - MICE and other events

List Of Figures

LIST OF FIGURES

Figure 1: Casablanca city - real GDP and real GDP growth, 2000-30

Figure 2: Casablanca city - economic growth comparison (Index 2010=100), 2000-30

Figure 3: Casablanca city - GDP per capita comparison, 2000-30

Figure 4: Casablanca city - employment structure, 2000-30 (% of total)

Figure 5: Casablanca city - population comparison, 2000-30

Figure 6: Casablanca city - population by age, 2000-30 (% of total)

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