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Casablanca - 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 - 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.

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