

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

<https://marketpublishers.com/r/CC9BB63DFD3EN.html>

Date: February 2024

Pages: 32

Price: US\$ 250.00 (Single User License)

ID: CC9BB63DFD3EN

## Abstracts

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

### Summary

“City Profile – Cologne” 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 Cologne.

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

Cologne (K?ln) metropolitan area, situated in North Rhine-Westphalia, Germany, stands as a vital industrial and commercial hub, contributing 2.7% to the nation's GDP in 2023. In 2023, the Cologne metropolitan area's economy declined by 0.6% due to high interest rates and weak foreign trade, despite increased consumer spending. Global economic sluggishness, especially in China, impacted Germany's export-oriented economy. Challenges like high interest rates, labor shortages, and budget uncertainties persist, leading to delayed investments, notably affecting industries like construction and services. Industrial stagnation continues for the fourth consecutive year, highlighting ongoing economic difficulties

## Scope

The service sector mainly drives the economic growth of the area, accounting for 78.9% of the total GDP in 2023

Leisure travel continued its stable recovery in 2023 resulting in increased overall visitation and spending in the area. Additionally, resumption of business events in the area has supported the growth in visitor's spending helping in the overall recovery of tourism sector

## 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

### **1. CITY SNAPSHOT**

### **2. PEST ANALYSIS**

- 2.1 Political
- 2.2 Economic
- 2.3 Social

### **3. TECHNOLOGY AND INFRASTRUCTURE**

- 3.1 Communications
- 3.2 Internal Transport Networks
- 3.3 Connectivity
- 3.4 Airport

### **4. BUSINESS ENVIRONMENT ANALYSIS**

### **5. TRAVEL AND TOURISM**

- 5.1 Tourism Flows
- 5.2 Hotels
- 5.3 Attractions
- 5.4 Events

### **6. CONSTRUCTION AND REAL ESTATE**

- 6.1 Investment
- 6.2 Real Estate Market

### **7. RETAIL**

- 7.1 Retail Market
- 7.2 Consumption, Income and Prices
- About MarketLine
- Contact Us

## List Of Tables

### LIST OF TABLES

- Table 1: Cologne metropolitan area – key facts (estimates), 2023
- Table 2: Cologne metropolitan area – real GDP and real GDP growth, 2000–30
- Table 3: Cologne metropolitan area – economic growth comparison (Index 2010=100), 2000–30
- Table 4: Cologne metropolitan area – GDP per capita comparison, 2000–30 (\$)
- Table 5: Cologne metropolitan area – employment structure, 2000–30 (% of total)
- Table 6: Cologne metropolitan area – main universities, 2023
- Table 7: Cologne metropolitan area – population comparison, 2000–30 (million)
- Table 8: Cologne metropolitan area – population by age, 2000–30 (% of total)
- Table 9: Cologne metropolitan area – mass transit network indicators, 2022
- Table 10: Cologne metropolitan area – Cologne Bonn Airport, key indicators, 2018–22
- Table 11: Cologne city – tourist arrivals, 2018–23\* (number)
- Table 12: Cologne city – overnight stays, 2018–23\* (number)
- Table 13: Cologne city – Hotel KPIs, 2018–22
- Table 14: Cologne metropolitan area – UNESCO World Heritage sites
- Table 15: Cologne metropolitan area – MICE and other events

## List Of Figures

### LIST OF FIGURES

Figure 1: Cologne metropolitan area – real GDP and real GDP growth, 2000–30

Figure 2: Cologne metropolitan area – economic growth comparison (Index 2010=100), 2000–30

Figure 3: Cologne metropolitan area – GDP per capita comparison, 2000–30

Figure 4: Cologne metropolitan area – employment structure, 2000–30 (% of total)

Figure 5: Cologne metropolitan area – population comparison, 2000–30

Figure 6: Cologne metropolitan area – population by age, 2000–30 (% of total)

## I would like to order

Product name: Cologne City - Comprehensive Overview, PEST Analysis and Analysis of Key Industries including Technology, Tourism and Hospitality, Construction and Retail

Product link: <https://marketpublishers.com/r/CC9BB63DFD3EN.html>

Price: US\$ 250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CC9BB63DFD3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

