

City Profile - Geneva; 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

City Profile %li%Geneva; Comprehensive overview of the city, PEST analysis and analysis of key industries including technology, tourism and hospitality, construction and retail

Summary

“City Profile %li%Geneva” 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 Geneva.

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

Geneva canton is one of the 26 cantons in Switzerland, which is situated in the south-western most corner of Switzerland. The canton is the second most populous canton in Switzerland, after Zurich. The secondary sector contributed the most to the canton’s GVA in 2023, accounting for 54.6% share. In 2023, global growth has been slow due to high inflation, geopolitical tensions, and pandemic aftermath. Despite this, Geneva's economy has seen modest growth driven by sectors like IT and advanced manufacturing. With weak international demand, the city's export-driven economy is forecasted to grow by 0.4% in real terms, relying on domestic consumption as the main driver of this growth

Scope

The service sector remains the key contributor to the canton's economy and the major employer in 2023

Geneva is a key tourist destination for both domestic and international tourists in Switzerland. The city hosts popular events that attract business and leisure tourists all year round. In 2023, Geneva's tourism industry surged as restrictions eased post-pandemic, attracting more visitors for both business and leisure. Key source markets included France, the UK, the US, and Germany

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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