

# Hamburg - 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

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

### SUMMARY

“City Profile - Hamburg” 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 Hamburg city.

Hamburg city is the second largest city in Germany after Berlin and the ninth largest in the EU (European Union) in terms of population. Hamburg metropolitan area accounts for 5.7% of the national economy. The tertiary sector contributed 80.4% to the area's GVA in 2021.

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

### SCOPE

The service sector remains the key contributor to the area's economy and the major employer.

Hamburg is a key tourist destination for both domestic and international tourists

in Germany and experienced healthy growth during pre-covid period.

Strong performance is observed in the construction sector with pent-up demand in 2021

## **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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