

Prague - 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

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SUMMARY

“City Profile - Prague” 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 Prague.

Prague metropolitan area covers Hlavní město Praha (Capital City of Prague) and Středočeský kraj (Central Bohemian Region) in Czech Republic. The area recorded 2.74 million inhabitants in 2021 which made up 25.6% of the country's population in 2021. Prague metropolitan area has one of the most advanced economies in Europe and is the backbone of the country. The area's economy is characterized by trade openness, and progress in service-oriented activities In 2021, the area contributed 40.0% to the country's GDP.

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 regional economy and the

major employer.

Prague is one of the key tourist destinations in Europe, for both domestic and international tourists. However, the tourism and hospitality sectors experienced slowdown in 2020 due to travel ban and lockdown following Covid-19 outbreak. The sector is expected to recover, supported by increased travel and normalization of business activities.

Prague construction market also recorded decline in building permits issued, fall in permit value and decrease in dwelling construction; started and completed in 2020 due to pandemic. In 2021, it added 4.6% to the area's GVA contribution

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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