

Zagreb - 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 - Zagreb” 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 Zagreb.

Zagreb is the capital and largest city of Croatia. Zagreb city is economic and business hub of the country with 42% contribution to national economy. The tertiary sector contributed the most to the area’s GVA in 2021 accounting for 79.5% share. Being part of EU along with rich culture, history, gastronomy, and events make the city a great weekend getaway for EU visitors.

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 employer also.

Zagreb is among Europe's leading destinations for business, tourism attractions and entertainment for people from all over the world. International tourists accounted for 82.7% while domestic tourists accounted for 17.3% of the total tourist arrivals in 2019; since COVID, the share of foreign tourists reduced to 66% in 2020 and started recovering 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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