

# Barcelona in figures 2024

Main economic indicators for the Barcelona area



Ajuntament de  
Barcelona

Barcelona, among the top 20 most globally competitive cities

*(Global Power City Index 2024, The Mori Memorial Foundation)*

**Barcelona ranks 8th among ecosystems in Europe for attracting technology investment**

*(State of European Tech 2024, Atomico)*

**8th most attractive city in the world for working abroad**

*(Decoding Global Talent 2024, BCG)*

**World Capital of Architecture** and host of the 2026 UIA Congress

**8th best city in the world for visitors and entrepreneurs**

*(Resonance Consultancy, World's Best Cities 2025)*

**Best city in Europe in terms of foreign investment attraction strategy**

*(fDi Intelligence, 2024)*

The Barcelona Supercomputing Center will head one of the EU's seven AI Factories

*(European Commission)*

**Among the world's top 5 cities** in hosting conferences for the last 22 years

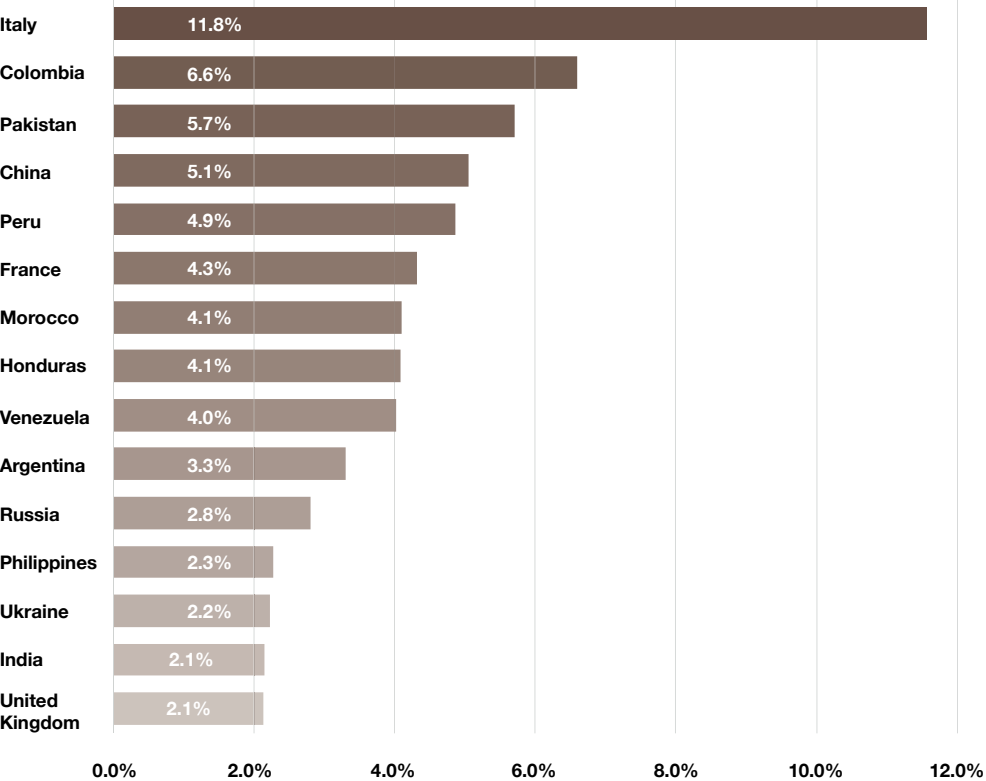
*(ICCA)*

# Ideal location

Barcelona, at the centre of a mega-region with 27 million inhabitants

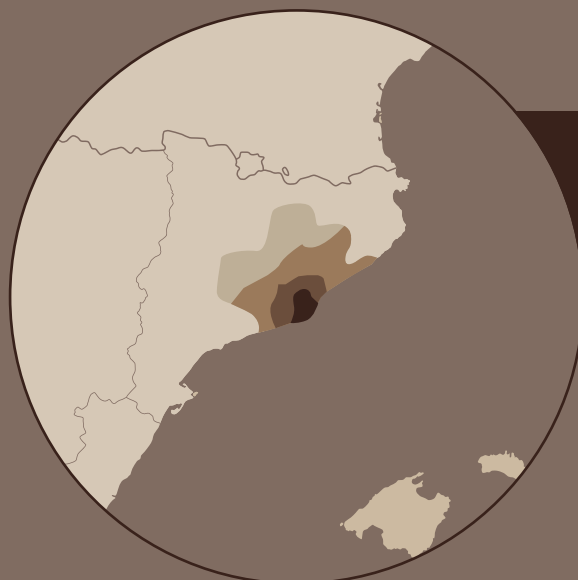
- Barcelona, the capital of Catalonia, has a population of over 1,655,956 people and is at the heart of a metropolitan region covering nearly 2,500 km<sup>2</sup> with almost 5,000,000 residents, representing 63.4% and 10.4% of the Catalan and Spanish population, respectively.
- The city's cosmopolitan, diverse and intercultural spirit is reflected by the fact that 25.4% of its population are foreign nationals –the highest percentage on record. In 2024, this demographic exceeded 430,000 residents, of 180 different nationalities, growing by over 40,000 people in the last year and representing an increase of 10.4%.
- Barcelona has easy access to highly dynamic large markets: the European Union common market, which provides access to 510 million people. It is also part of the Mediterranean corridor, a Trans-European network for transporting goods that has a direct impact on an area of 250 million residents (50% of the EU's population). Improving this connection would be a strategic opportunity for increasing the market share of the port traffic of goods coming from Asia. It also offers the strategic potential of relations with the 43 member countries of the Union for the Mediterranean, which includes countries in Eastern Europe, Africa and the Middle East.

Population of foreign nationals in Barcelona by country of origin (%). 2024



Source: Barcelona City Council Department of Statistics and Data Dissemination.

Barcelona is an open and diverse city with a large international community, reflected by the fact that 25% of its inhabitants are foreigners.



**10.4%**  
of the Spanish  
population

**European mega-regions**  
GDP per capita (€)

- 15,000 - 20,000
- 20,000 - 25,000
- 25,000 - 30,000
- > 30,000

# Accessible and well-connected

## Great potential as a logistics hub for the Mediterranean

- With regard to transport and economic infrastructure, the city offers an international airport, the port, the trade fair venue, Zona Franca and a logistics platform all in less than 5 kilometres, a combination that offers huge potential as a Mediterranean logistics centre.
- Barcelona-El Prat airport closed out 2024 with more than 55 million passengers, an increase of 10.3% compared to the previous year and the highest figure on record. International passenger traffic at El Prat continued to regain its momentum and accounted for nearly 85% of the total for the entire year.
- Barcelona Port has nearly 100 regular lines with direct connections to more than 200 ports on five continents. It is the leading Spanish port in terms of the value of its goods, turnover, import/export cargo and international connections.
- The port is the most diverse in the Mediterranean and has significant added value thanks to both the value of goods passing through it (113.1 billion euros in 2023, making it the leading Spanish port in this regard) and its major logistical capacity with a million square metres of storage space.
- Barcelona's cruise-ship market retains its top spot in Europe by number of passengers, notching up a new record of 3,568,901 cruise-ship passengers, after recovering its position in 2022.



# Barcelona El Prat- Josep Tarradellas airport achieves its best air connectivity ever

## Main European airports by passenger volume. 2023

	City (airport)	Variation 2023 / 2022 (%)	Passengers 2023
1	London Heathrow (LHR)	28.5%	79,183,190
2	Istanbul (IST)	17.9%	76,029,091
3	Paris Roissy (CDG)	17.3%	67,422,589
4	Amsterdam (AMS)	17.9%	61,889,586
5	Madrid (MAD)	18.9%	60,181,604
6	Frankfurt (FRA)	21.3%	59,355,389
7	<b>Barcelona (BCN)</b>	<b>19.8%</b>	<b>49,883,928</b>
8	London Gatwick (LGW)	24.6%	40,902,076
9	Rome Fiumicino (FCO)	37.9%	40,494,654
10	Istanbul-Sabiha (IST)	20.6%	37,098,432

Source: Airport Traffic Report. Airports Council International, ACI Europe and Barcelona Air Routes Development Committee (CDRA).

## Barcelona Port Indicators

Traffic (data in millions)

Traffic (data in millions)	2022	2023	Year-on-year variation 23/22 (%)	Year-on-year variation January- September 24/23 (%)
Goods (tonnes)	69.1	62.5	-9.7%	11.3%
Containers (TEUs*)	3.5	3.3	-7.0%	21.4%
Value of goods (€)	120,686	113,118	-6.3%	-
Passengers	3.9	5.3	35.0%	6.0%
<b>Infrastructure</b>				
Land surface area (ha)	1,112.2			
Wharfs and moorings (km.)	23.2			

\*TEU: Measure of sea transport capacity equivalent to a 20-foot container.  
Source: Barcelona Port Authority



# Driving force for a large, diversified economic area

Barcelona is a dynamic, diversified, internationally recognised economic driving force

- Barcelona was back among the world's top 20 most globally competitive cities in 2024 according to the Mori Memorial Foundation's *Global Power City Index 2024*, standing at 19th in the world ranking and 9th in Europe, ahead of cities such as Frankfurt, Zurich, Los Angeles and Dublin.
- Barcelona's Gross Domestic Product (GDP) topped 100 billion euros a year for the first time ever in 2023, reaching a value of 103.589 billion euros and representing an 18% increase on the pre-pandemic level in nominal terms.
- In 2023, Catalonia generated a GDP of 292.5 billion euros, representing almost a fifth (19.5%) of the total for Spain and a value higher than its population share, which stands at 16.4%. Meanwhile, GDP per capita in terms of purchasing power parity in the region was 6.6% higher than that of the European Union.
- In 2023, the GDP of the city of Barcelona grew by 2.8% in real terms, above Catalonia (a 2.6% increase), Spain (a 2.5% increase) and the stagnation in the European Union (a 0.4% increase).

Barcelona has an open and globally connected economy that inspires trust

- According to the *fDi European Cities and Regions of the Future 2024* report (Financial Times group), Barcelona's foreign investment attraction strategy continued to be the best in Europe in 2023, the third year running.
- FDI led to 13,986 jobs in 2023, including the highest ever proportion of tech jobs (48%), meaning that Catalonia attracts three times as many FDI projects in the ICT and electronics sector than the second sector in the ranking. Barcelona also ranks second among western European cities for jobs created by foreign investment, with only London ahead of it.
- A record 9,602 foreign companies were headquartered in Catalonia in 2024, up by 68.2% compared to a decade ago and accounting for 18.2% of all jobs in the region. These companies are mainly from the United States (15.1%), France (14.3%) and Germany (12%).
- In 2023, exports from the province of Barcelona reached 78.6 billion euros, setting an all-time record and seeing year-on-year growth of 6.6%.
- The Barcelona area has 42,844 exporting companies, accounting for nearly a third (31.1%) of those in Spain. Notably, 63.6% of Barcelona's exports are of a high and medium-high technological level and represent 27.8% of the Spanish total.

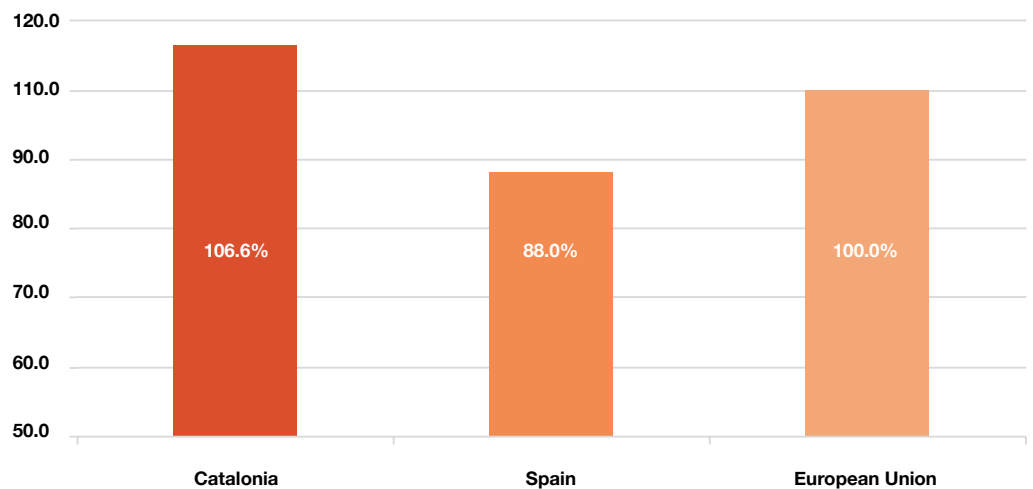
## A region with a powerful industrial base

- In 2023, industry generated 18.6% of the total gross value added in Catalonia, ahead of Spain (16.7%) by 1.9 percentage points but below the rate in the European Union (20.5%), making Catalonia the autonomous community with the most significant industrial development in Spain.
- Catalonia is the 5th-ranked region in Europe for jobs in high- and medium-high technology-intensive manufacturing.
- Nearly three quarters (72.5%) of industrial jobs in Catalonia are in Barcelona, with notable clusters in metallurgy, chemicals and pharmaceuticals, the automotive industry, food, paper, graphic arts and textiles.
- Barcelona and its surrounding area are working to develop Industry 4.0. In 2023, the province of Barcelona had over 555,000 jobs in activities potentially associated with Industry 4.0.

## An economy making progress in the green transition

- The city is working towards a resource-efficient and innovative economic model by promoting the green and circular economy. In 2023, these activities together accounted for more than 193,000 jobs in Catalonia, with waste management and treatment, renewable energies and wastewater treatment and purification as the most important areas.
- In 2023, 41.4% of Catalan companies invested in the green transformation, an increase of 2.6% compared to 2022.

### Harmonised GDP per capita in purchasing power parity (2023) Index (UE-27=100)



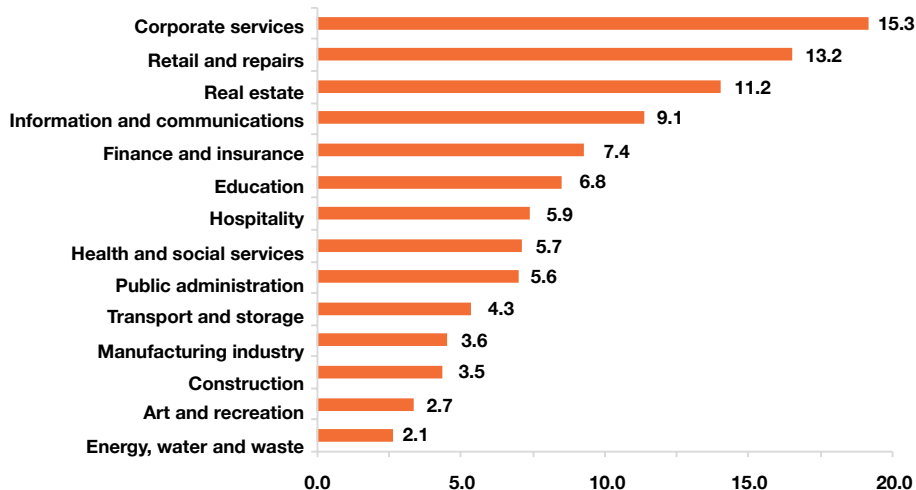
Source: Idescat.



# Barcelona among the top 20 most globally competitive cities

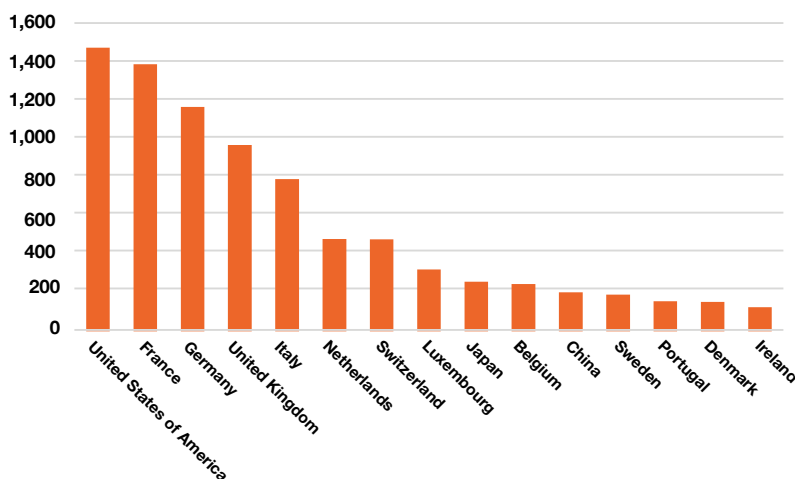
(Global Power City Index 2024, The Mori Memorial Foundation)

## Main areas of activity by GVA in Barcelona 2023 (% of total)



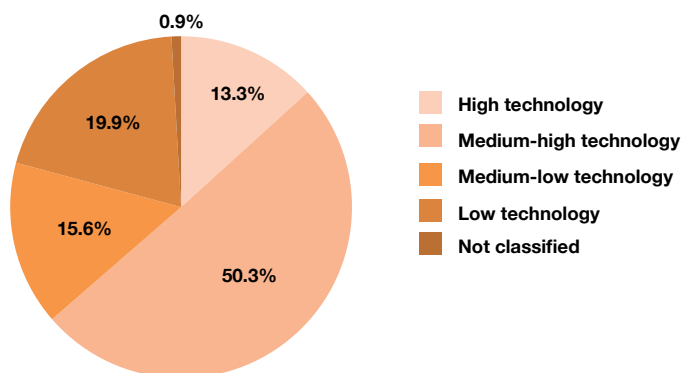
Source: Barcelona City Council Municipal Data Office.

## Number of foreign companies established in Catalonia in 2024 by country.



Source: ACCIÓ. Government of Catalonia

## Distribution of exports in the Barcelona area by technological content, 2023\* (% of total)



\* Provincial data.

Source: Compiled by the Department of Studies at the Barcelona City Council Manager's Office for the Economy and Economic Promotion based on data from the Ministry of Industry, Commerce and Tourism.

Barcelona has the best city-level foreign investment attraction strategy in Europe.

(fDi Intelligence, European Cities and Regions of the Future 2024)

### European cities with the best strategy for attracting foreign investment. 2024

2024 ranking	City
1	Barcelona
2	London
3	Berlin
4	Dublin
4	Madrid
6	Milan
6	Munich
8	Warsaw
9	Tbilisi

Source: fDi Cities and Regions of the Future 2024, Financial Times group

### People employed in high and medium-high technology-intensive manufacturing, 2023

Region (CITY)	People employed (% of total)	Women employed (thousands)	Total people employed (thousands)
Stuttgart (STUTTGART)	18.5	108	424
Lombardy (MILAN)	9.3	115	416
Upper Bavaria (MUNICH)	12	74	320
Istanbul (ISTANBUL)	4.2	72	277
Catalonia (BARCELONA)	6.2	71	233
(BURSA, ESKIŞEHİR, BİLECİK)	12.4	43	215
Emilia-Romagna (BOLOGNA)	10.4	59	210
Karlsruhe (KARLSRUHE)	13.8	49	201
Piedmont (TURIN)	10.7	52	192
Tübingen (TÜBINGEN)	17.7	47	187
(KOCAELI, SAKARYA, DÜZCE, BOLU, YALOVA)	10.8	36	184
Düsseldorf (DÜSSELDORF)	6.6	39	173
Rhône-Alpes (RHÔNE-ALPES)	5.6	54	168
Veneto (VENICE)	7.4	44	164

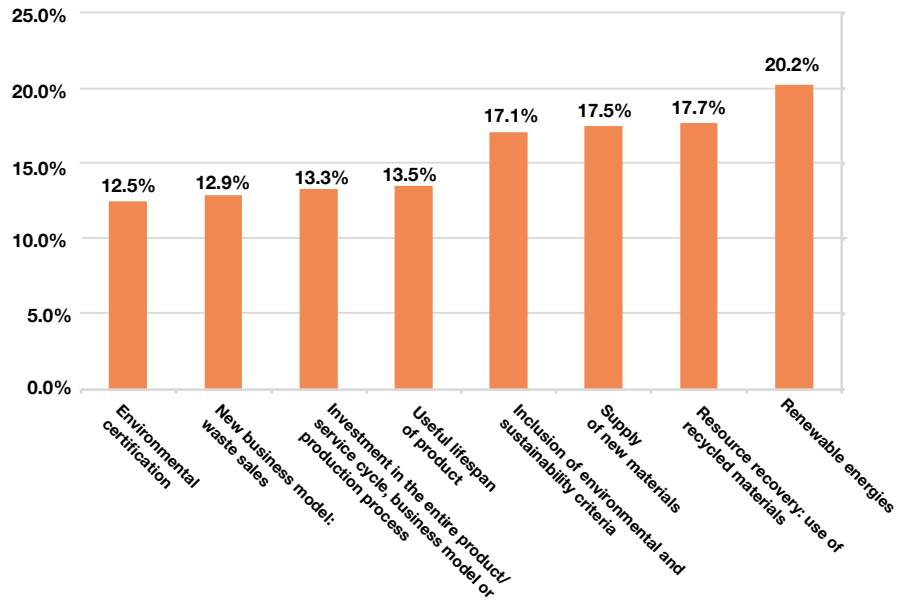
Source: Eurostat



Foto: Lucas Amillano

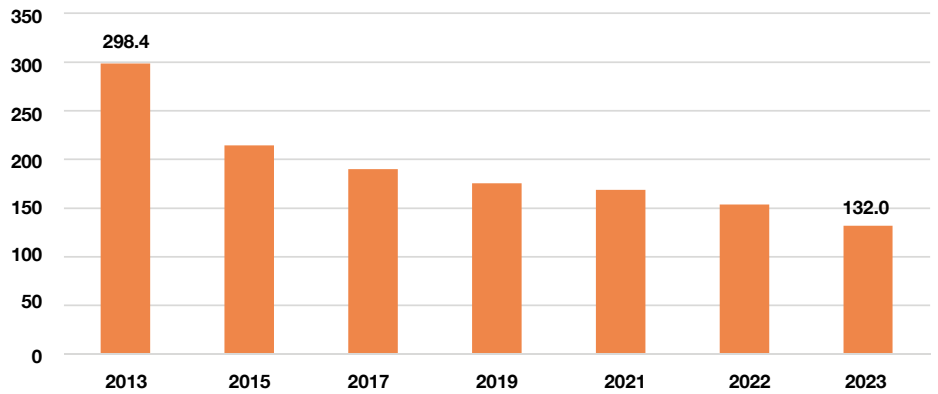
Catalonia has over **190,000 jobs** linked to the **Green Economy**

Type of initiatives in the green transformation of Catalan companies. 2023 (%)



Note: % of total companies with more than nine employees  
 Source: ACCIÓ, Barometer of Innovation and the Digital and Green Transformation in Catalonia, 2023.

Energy intensity\* (Mwh/Meuro) 2013-2023



\* Estimation of energy consumption per unit of GDP.  
 Source: Barcelona Energy Agency



Photo: Edu Bayer

# Commitment to strategic sectors

## Commitment to digital technology and ICTs

- Barcelona has nearly 85,000 jobs and over 2,900 companies with employees working in the ICT field, making it the central hub for this sector in Catalonia. It is estimated that in 2023, the information and communications sector, which encompasses ICTs, generated 9.1% of Barcelona's gross value added.
- From 2015 to 2024, the total funding raised by the Barcelona tech ecosystem amounted to 6.3 billion dollars (6 billion euros), a sixfold increase on the previous decade.
- Barcelona has created the largest neutral interconnection ecosystem in southern Europe, which has led to an expected investment of 1.05 billion euros in data centres in and around the capital by 2025. The city is thus cementing its role as a Mediterranean digital port, becoming a hub for the exchange of digital data and services.
- Catalonia notched up a record 140 tech hubs in 2023, practically quadrupling the figure from 2016, according to the *Tech Hubs Overview 2024* report, with multicultural workforces of 16 different nationalities on average. The video game sector is the one that has established the most projects in Catalonia, while the industrial sector, with the largest hubs, has created the most jobs.

## Towards the transformation of the production model

- The city of Barcelona is moving forward in the transition to a diverse, innovative and socially inclusive economic model, prioritising strategic sectors: the digital economy, creative sectors, health and biotechnology, the blue economy, the care economy, agri-food, shops and restaurants, the visitor economy, science and innovation, and cutting across all these sectors, the social and solidarity economy.
- Barcelona City Council is backing the blue economy as one of the city's driving economic forces. Hosting the America's Cup provided a new boost for the city's role at the forefront of the blue economy.
- Barcelona has submitted a bid to host a UNESCO Ocean Decade Collaborative Centre (DCC) that will focus on developing the global blue economy from Barcelona.
- Another strategic sector clearly on the up is the health and biotechnology sector. In the fourth quarter of 2023, this sector accounted for 106,033 jobs in Barcelona, representing 9.2% of the total in the city. The sector of life and health sciences in the Catalonia "BioRegion" is a driver for innovation and socio-economic development in the region. The Barcelona area is home to 94% of this sector.
- The BioRegion of Catalonia is made up of more than 1,400 companies and 91 research organisations which represent 8% of the gross domestic product (GDP) and 6.5% of employment in Catalonia. In terms of the business network, digital health continues to be the sub-sector with the highest growth (a 33% increase), followed by biotech companies (a 30% increase) and medical tech companies (a 20% increase).
- Catalonia has 91 research centres and is home to 46 pharmaceutical production plants. It ranks as the top Spanish region in the export of pharmaceutical products.

- Catalonia is a pioneer in the health sector, with 5,308 active clinical trials (88.5% of the total for Spain), putting it in 5th place in Europe and 8th place in the world.
- Investment from foreign companies in the BioRegion between 2018 and 2022 totalled 1.684 billion euros in direct investment, the biggest investor being the multinational company AstraZeneca.
- Barcelona is moving forward with the construction of a true University Hospital Campus on a 9.6 hectare-site on Av. Diagonal which will include the facilities of the future Clínic.

## Barcelona ranks 8th among ecosystems in Europe for attracting technology investment

(State of European Tech 2024, Atomico)

**Top 20 European ecosystems for attracting technological investment 2005-2024 (billion \$)**

		2005 - 2014	2015 - 2024
1	London	8.9	103.1
2	Berlin	4.1	41.7
3	Paris	2.6	32.3
4	Stockholm	1.9	25.0
5	Munich	0.5	12.1
6	Amsterdam	1.1	10.4
7	Dublin	0.7	7.0
8	Barcelona	1.0	6.3
9	Copenhagen	0.4	5.2
10	Cambridge	0.5	5.1
11	Madrid	0.5	5.0
12	Milan	0.2	5.0
13	Helsinki	0.4	4.9
14	Oslo	0.3	4.7
15	Zurich	0.1	4.3
16	Manchester	0.3	4.2
17	Tallinn	0.1	3.6
18	Hamburg	0.4	3.6
19	Oxford	0.5	3.5
20	Vienna	0.1	3.3

Source: State of European Tech 2024, Atomico.

## International leader for conferences and urban tourism

- In 2023, 80.7% of tourists in Barcelona were international, with the United States as the largest source market for international tourists, followed by the UK and France. Barcelona also offers a range of quality tourist accommodation options (nearly 70% of hotel places are in establishments with four or more stars), and is firmly committed to sustainability in tourism, with over 430 companies and services having obtained the Biosphere Responsible Tourism certificate, up by 21.1% compared to 2022.
- The sector generated 155,104 jobs in 2023, constituting 13.1% of all employment in the city.
- According to the City Destinations Alliance's *Benchmarking Report 2023-2024*, Barcelona ranks 6th in Europe in terms of overnight stays by international tourists. Saffron's 2023 City Brand Barometer lists Barcelona as the 10th best city brand in the world and the 3rd best in Europe, with only London and Paris ahead of it.
- One of Barcelona's strengths is its popularity as a conference and trade fair destination. Fira de Barcelona hosts more than 250 professional events with over 30,000 exhibitors and 2.5 million visitors. This has an economic impact of more than 4.7 billion euros and contributes to the creation of more than 35,000 jobs. Barcelona was the second best destination for meetings in Europe in 2024, only behind London, according to the lists published by Cvent.

## Barcelona backs quality local businesses, with food as a key area for health and sustainability

- Over the years, Barcelona has gradually established a business model based on the values of proximity, responsibility and sustainability. Thanks to Barcelona's 60,000-plus shops and 10,000-plus bars and restaurants, the city's streets are bustling with activity. There are over 20,000 retail establishments, representing 35% of ground-floor premises in use in the city.
- Catalonia's logistics network can serve 400 million consumers in under 48 hours and its geostrategic position offers efficient intercontinental connections with Asia and the Americas and optimised distribution to Europe and Africa.
- Barcelona is a global culinary pioneer, as demonstrated by the 44 Michelin stars achieved in 2025, distributed among 29 restaurants. It is worth noting that Catalonia has been declared the World Region of Gastronomy 2025, becoming the first region in Europe to earn this international distinction. In 2024, the Barcelona restaurant 'Disfrutar' was named the world's best restaurant on the World's 50 Best 2024 list.



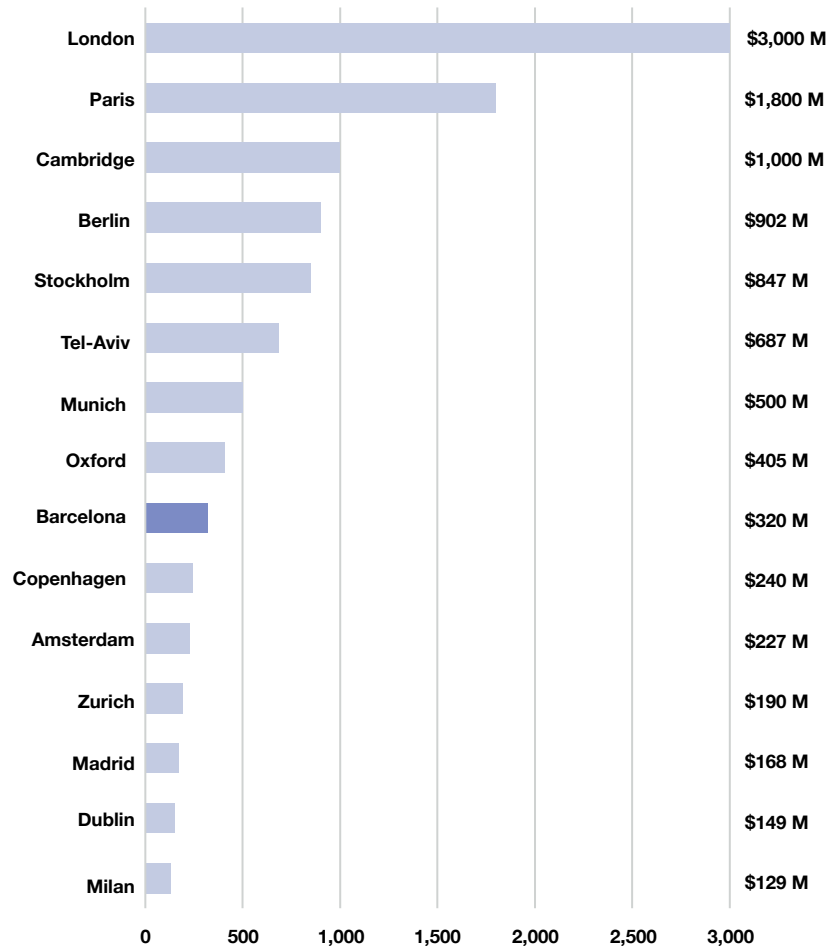
## A people-centred economy

- In 2023, 21.1% of the population of Barcelona was 65 years of age or older. A significant percentage of seniors (65 and over) in Barcelona live alone, and the number of elderly people over 80 living alone (41,693) has more than tripled since 1991.
- The *Resilient Cities Index 2023*, compiled by Economist Impact (part of The Economist group), ranks Barcelona second worldwide for the integration of vulnerable people, reflecting the city's commitment to the care economy and support for city residents.
- In 2023, care work provided employment for 58,145 people in Barcelona, up 5% from 2021 and representing 4.9% of jobs in the city.

## Catalonia, the top exporter of pharmaceutical products in Spain

(Biocat)

Ranking of investment in healthtech start-ups and scale-ups in EMEA. 2021-2023 (M\$)



Source: Biocat. *Informe de la BioRegió 2023. El sector de les ciències de la vida i la salut a Catalunya.* [BioRegion 2023 Report. The Life Sciences and Health Sector in Catalonia]

# Digital city, creativity, science and innovation

Barcelona leads Spain's progress towards the knowledge economy

Barcelona is the world's leading city in the video game industry

(*Global Startup Ecosystem Index 2024* by StartupBlink)

Barcelona, World Capital of Architecture 2026

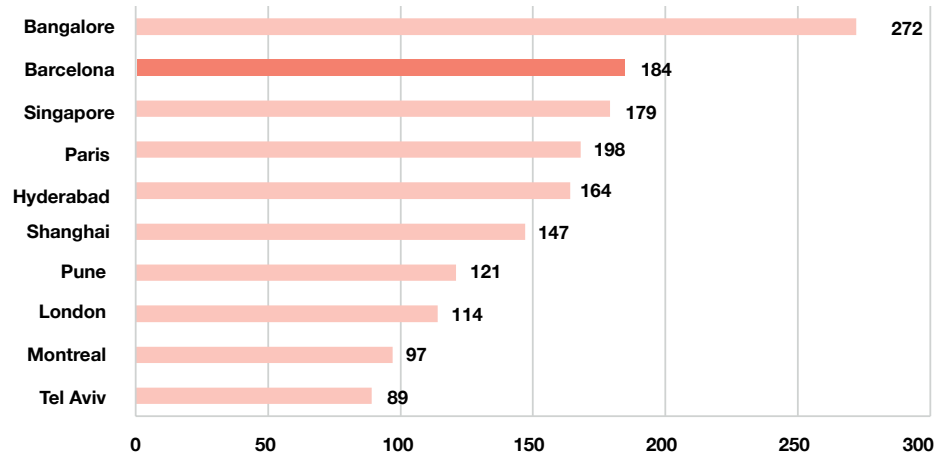
Barcelona aims to become a leader in the field of technology in order to improve quality of life in a global context in which mobile technology is a key vector for the growth of the economy as a whole. Barcelona's role as the Mobile World Capital and permanent home of the Mobile World Congress (GSMA).

- For the sixth year running, the *Startup Heatmap Europe* for 2023 lists Barcelona as the 3rd most popular city in Europe for establishing startups, behind London and Berlin. And according to Startup Genome's *Global Startup Ecosystem Report 2024*, Barcelona ranks second among the top 100 emerging ecosystems in the world.
- Catalonia is the region with the highest number of innovative companies in Spain (24.8%). According to data from the Innovation Barometer, in 2023, 59.8% of Catalan companies with more than nine employees carried out some form of innovative activity, which is over 10 points higher than in 2021. The percentage for industry is close to 70%.
- Barcelona ranked 6th in Europe and 20th in the world in scientific production in 2023, according to data compiled by the Polytechnic University of Catalonia based on the *Science Citation Index*.
- The European Commission has chosen the Barcelona Supercomputing Center to head one of the European Union's seven AI Factories. The project, which will involve an overall investment in Barcelona of nearly 200 million euros, aims to democratise access to advanced supercomputing infrastructure and promote European tech sovereignty.
- Barcelona City Council has approved a new strategic plan on science and innovation that will have double the budget of the previous plan, with a planned investment of 130 million euros between 2024 and 2027. The aim is to cement the city's role as the science capital of Spain and as one of Europe's main science capitals.
- Creative work in Barcelona accounted for 182,813 jobs potentially linked to this sector in 2023, representing 15.3% of employment in the city.
- The European Commission's *Cultural and Creative Cities Monitor Report 2023* lists Barcelona as the 13th large city with the most creative vibrancy.
- Barcelona has established itself as a leader in certain specialised segments of the creative sector, such as video games. Barcelona has also positioned itself as a European hub for audiovisual talent, as shown by the success of the ISE (Integrated Systems Europe) conference, which in 2024 broke participation records with more than 73 thousand visitors from over 162 countries, 27% more than in 2023. Similarly, according to StartupBlink's *Global Startup Ecosystem Index 2024* report, Barcelona is the world's leading city in the video game industry.
- In the field of architecture, UNESCO has selected Barcelona as World Architecture Capital for 2026, an initiative that aims to highlight the role of architecture and urban planning in the culture and identity of cities and their sustainable development.

# The Barcelona Supercomputing Center will head one of the EU's seven AI Factories

(European Commission)

## The 10 most attractive metropolitan areas for international investment in R+D. 2018-2023 (projects)



Source: *Global Cities Investment Monitor 2024*, OpinionWay- Paris Île de France Capitale économique.

# Catalonia is the region with the highest number of innovative companies in Spain

(Spanish National Statistics Institute, INE)

## Top emerging start-up ecosystems in the world. 2024

City	2024 ranking
Madrid	1
<b>Barcelona</b>	<b>2</b>
Hong Kong	3
Dublin	4
Manchester-Liverpool	5
Jakarta	6
Detroit	7
Raleigh-Cary Metropolitan Area	8
Rhine-Ruhr Region	9
Guangzhou (Canton)	10

Source: *The Global StartUp Ecosystem Report 2024*, Startup Genome.



Photo: Edu Bayer

# Hub for generating and attracting talent

Barcelona's labour market has critical mass and qualified human capital

- There are 1.2 million jobs in the city and 2.8 million in the area of Barcelona. The activity and employment rates in Barcelona (85% and 79.8%, respectively) are higher than the Catalan, Spanish and European averages, as is the city's female employment rate, which stands at nearly 78%.
- Over half of jobs in Barcelona (55.4%) are in high-knowledge sectors.
- According to the *Decoding Digital Talent 2024* report, Barcelona is the 8th most attractive city for global talent when it comes to working abroad.
- Catalonia has 12 universities with over 300,000 students, 80% of whom are enrolled in the eight public and private universities in the Barcelona Metropolitan Area. For the 2023-2024 academic year, Catalan universities had over 65,000 master's or doctoral degree students, nearly 30% of them foreign nationals.
- Barcelona is the only city with two academic institutions among the 6 best business schools in Europe, as IESE and ESADE are ranked 3rd and 6th in Europe, and 5th and 17th worldwide respectively in the *Global MBA 2024* ranking published by the Financial Times.

Catalonia ranked 5th region in Europe for high-tech jobs in 2023

(Eurostat)

Top regions in Europe with high-tech jobs in 2023

Region (CITY)	Jobs (thousands of people)	% of total employment	% of women/total employment
Île-de-France (PARIS)	469.1	8.2%	36.1%
Lombardy (MILAN)	276.3	6.2%	31.4%
Community of Madrid (MADRID)	271.6	8.2%	34.2%
Upper Bavaria (MUNICH)	250.6	9.4%	34.2%
<b>Catalonia (BARCELONA)</b>	<b>204.6</b>	<b>5.5%</b>	<b>36.3%</b>
Istanbul (ISTANBUL)	198.5	3.0%	32.4%
Lazio (ROME)	196.1	8.3%	32.1%
Berlin (BERLIN)	190.7	10.0%	34.0%
Rhône-Alpes (LYON)	181.8	6.0%	41.1%
Cologne (COLOGNE)	175.5	7.8%	34.1%
Warszawski (WARSAW)	175.4	10.1%	35.5%
Darmstadt (FRANKFURT)	156.0	7.4%	30.3%
East and Centre (DUBLIN)	155.3	11.5%	32.8%
Stuttgart (STUTTGART)	154.0	6.7%	29.0%
Stockholm (STOCKHOLM)	146.3	11.1%	32.3%

Source: Eurostat

# Barcelona, 8th most attractive city in the world for working abroad

(Decoding Global Talent 2024, BCG)

## Attractiveness for talent The world's most attractive cities for working abroad

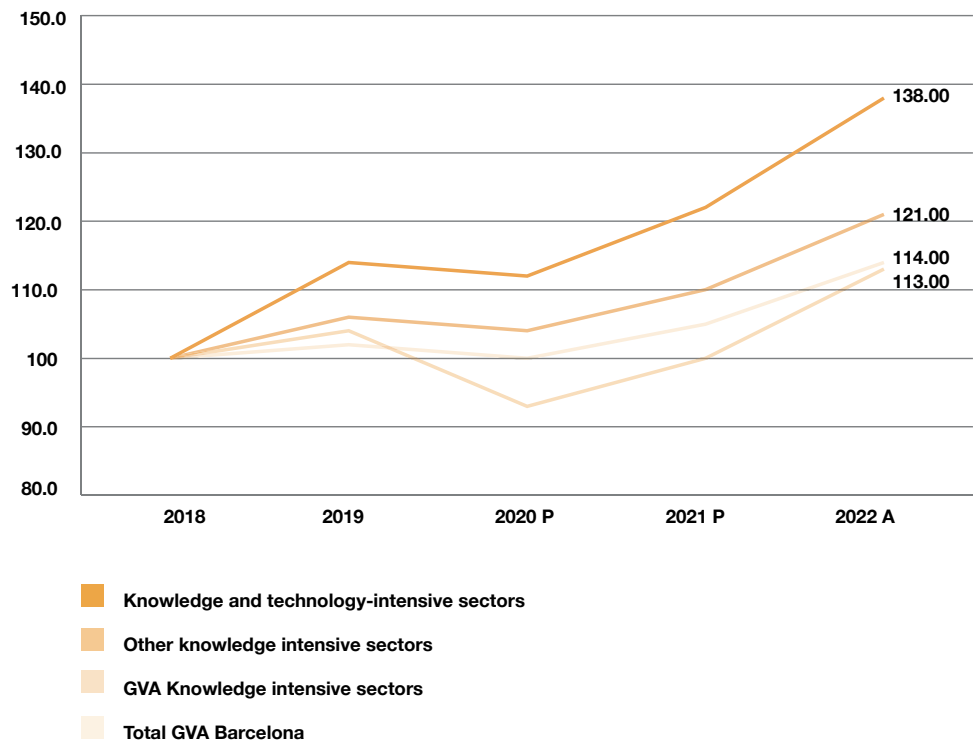
Position in 2020 ranking	City	Position in 2023 ranking
1	London	1
2	Amsterdam	2
3	Dubai	3
5	Abu Dhabi	4
8	New York	5
4	Berlin	6
7	Singapore	7
<b>9</b>	<b>Barcelona</b>	<b>8</b>
6	Tokyo	9
10	Sydney	10
14	Toronto	11
12	Los Angeles	12
11	Paris	13

Source: Decoding Global Talent 2024, BCG.

# 17.4% of Barcelona's GVA comes from knowledge and technology-intensive sectors

(Municipal Data Office, Barcelona City Council)

## Evolution of GVA High-tech or knowledge-intensive sectors. Barcelona. 2018-2022 (2018 Index=100)



Source: Barcelona City Council. Municipal Data Office. Department of Analysis

## % of working people with higher education, 2023

	Women	Total
<b>Catalonia</b>	<b>53.9%</b>	<b>48.8%</b>
Spain	52.8%	46.4%
European Union	43.0%	37.9%

Note: % of the employed population aged from 15 to 64 with a higher education degree.  
Source: Eurostat

# Entrepreneurial city with competitive costs

Barcelona has a dynamic and flexible business climate

- The Barcelona area hosts the headquarters of 445,119 companies, 13.9% of those in Spain.
- The Total Early-Stage Entrepreneurial Activity (TEA) rate among residents (18-64 years) in the province of Barcelona is 8.3%, exceeding the figure for the previous year (7.3%) and remaining above the Spanish average (6.8%). It also exceeds countries such as Germany (7.7%) and Norway (6.9%) and is close to the European figure (8.8%).
- As for young people, the entrepreneurial trend in the 18–34 age bracket has increased considerably, from 5.9% in 2022 to 8.2% in 2023.
- Barcelona received the European Entrepreneurial Region Award 2023, given yearly by the European Committee of the Regions in association with the European Commission and in collaboration with SME United, Eurochambres and Social Economy Europe.

Barcelona offers a competitive range of properties for businesses

- In the third quarter of 2023, the price of renting offices in Barcelona was 336 euros per m<sup>2</sup> per year, 2.8% higher than a year ago. Regarding the profitability of renting offices (that is, the return on the investment made), in 2023 Barcelona increased the rate by 1 point to 4.8%, the highest in the last five years and similar to the figures for Brussels, Amsterdam and Dublin.

## Companies by number of employees. January 2023

	Barcelona	% of total	Barcelona province	% of total
<b>Without employees</b>	94,411	56.5	250,263	56.2
<b>With employees:</b>				
<b>1 - 9 employees</b>	63,837	38.2	172,034	38.6
<b>10 - 199 employees</b>	8,280	5.0	21,688	4.9
<b>Over 199 employees</b>	539	0.3	1,134	0.3
<b>Total companies</b>	<b>167,067</b>	<b>100</b>	<b>445,119</b>	<b>100</b>

Source: INE, Central Business Directory (DIRCE).

## Company headquarters. January 2023

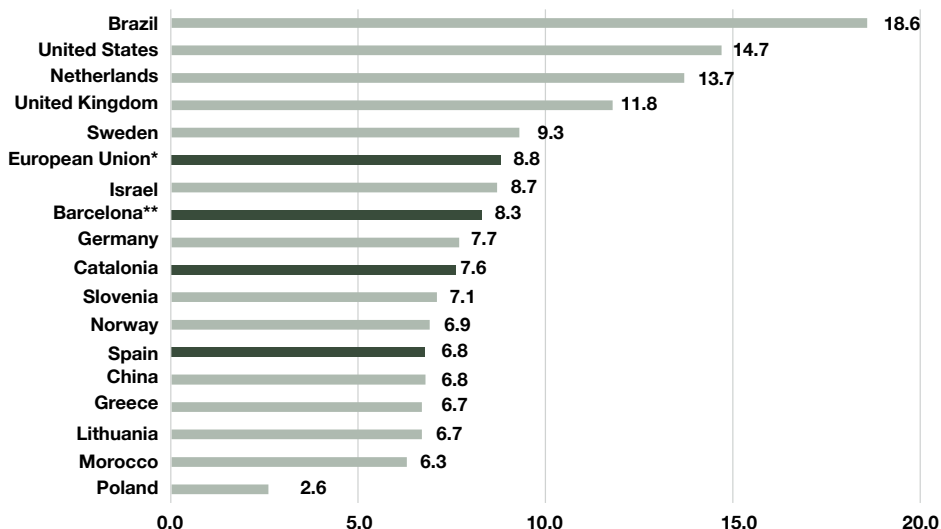
	Number of companies	% of Spain
<b>Barcelona</b>	167,067	5.2
<b>Barcelona province</b>	445,119	13.9
<b>Catalonia</b>	591,734	18.4
<b>Spain</b>	3,207,580	100

Source: INE, Central Business Directory (DIRCE).

# Barcelona receives the European Entrepreneurial Region Award 2023

(Committee of the Regions, European Commission)

**Total early-stage Entrepreneurial Activity in countries of the world. 2023**  
(% of 18-64 year olds)



\* EU average: high-income countries.

\*\* Provincial data.

Source: Global Entrepreneurship Monitor (GEM), Global Report and *Informe executiu Catalunya 2023-24*

**Rental price of logistics land in European urban areas. 2023**

Urban areas	Year-on-year rental variation 2023/2022 (%)	Logistics land rentals 2023 (€/m <sup>2</sup> /year)
London	8.3%	324
Zurich	0.0%	248
Geneva	7.9%	212
Oslo	30.0%	173
Helsinki	10.0%	132
Dublin	12.8%	132
Birmingham	5.0%	131
Manchester	10.5%	131
Bristol	11.1%	124
Central United Kingdom	15.2%	118
Munich	8.3%	117
Leeds	9.4%	109
Luxembourg	0.0%	108
Amsterdam (South Axis)	10.5%	105
Rotterdam	15.6%	104
Newcastle	10.7%	96
Frankfurt	2.6%	95
Hamburg	2.6%	95
Prague	6.9%	93
Düsseldorf	3.3%	93
Copenhagen	3.8%	91
<b>Barcelona</b>	<b>2.0%</b>	<b>90</b>
Stockholm	5.3%	87
Berlin	2.9%	86
Vienna	12.9%	84

Source: Cushman & Wakefield Research, *The DNA of Real Estate, Q3. 2023 (Europe)*

**Cost of living in cities in the world 2024**

2023 ranking	City	2024 ranking
1	Hong Kong	1
2	Singapore	2
3	Zurich	3
4	Geneva	4
5	Basel	5
7	Bern	6
6	New York	7
17	London	8
10	Nassau	9
11	Los Angeles	10
9	Copenhagen	11
15	Honolulu	12
14	San Francisco	13
26	Bangui	14
18	Dubai	15
<b>75</b>	<b>Barcelona</b>	<b>66</b>

Source: *Cost of Living City Ranking 2024*, Mercer Human Resource Consulting.

# Quality of life and sustainability

Barcelona, an international leader for quality of life

Barcelona, 8th best city for sport in the world

- In terms of the environment, Barcelona's model of a compact and Mediterranean city promotes sustainable mobility, which accounts for 85% of internal travel. Barcelona stands out in prestigious rankings such as the *Urban Mobility Readiness Index 2024*, where it ranks 12th in the world for sustainable mobility, gaining 8 places compared to last year and ranking ahead of cities such as London, Vancouver and San Francisco. Meanwhile, the city's cycle lane network now covers 250 km and the city's Bicing service exceeded 148,000 users in 2023.
- Barcelona ranks 8th among the cities most associated with sport in consulting firm Burson Cohn and Wolfe's *Ranking of Sports Cities 2024*.
- The consumption of water per inhabitant per day was 102.7 litres in 2023, a 13% reduction compared to 2006.
- The city also boasts an extensive, high-quality cultural offer, with 40 public libraries and 58 museums, collections, exhibition centres and other heritage centres. In addition, Barcelona has nine UNESCO World Heritage Sites: seven buildings designed by Gaudí, the Palau de la Música and the Hospital de Sant Pau.



Barcelona ranks **12th in the world** for its sustainable urban mobility system

Barcelona, a European leader in saving water

### Indicators of green areas in Barcelona, 2023

<b>Urban parks*</b> (green spaces meant for public use)	622.6 ha.
<b>Urban greenery</b> (green spaces in the city)	12.29 km <sup>2</sup>
<b>Urban greenery per capita</b>	7.42 m <sup>2</sup> / resident
<b>Urban greenery and woodland</b>	29.28 km <sup>2</sup>
<b>Urban green space and woodland per capita</b>	17.68 m <sup>2</sup> / resident

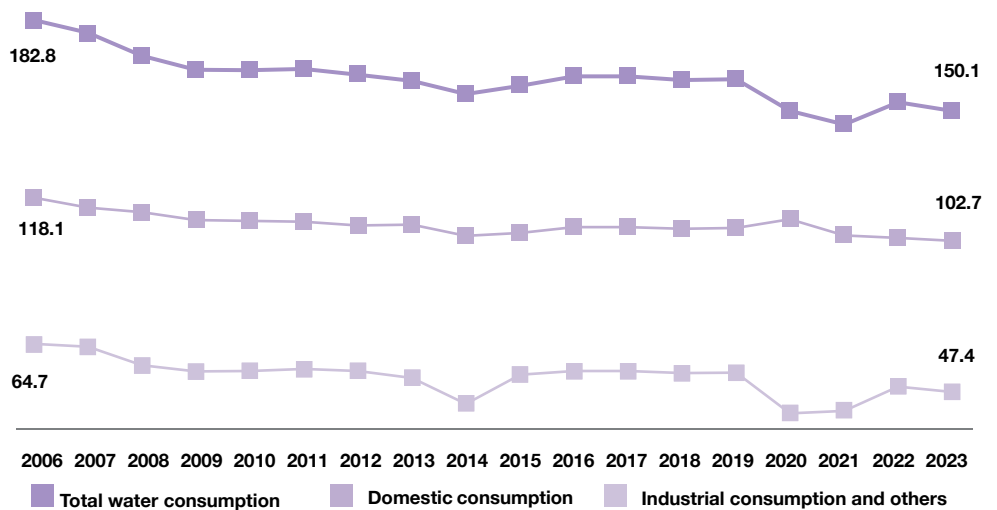
Source: \*Data from 2021. Source: Barcelona City Council Department of Statistics and Data Dissemination.

### Beaches, 2023

<b>Number</b>	10
<b>Length</b>	4.78 km

Source: Barcelona City Council Department of Statistics and Data Dissemination.

### Water consumption (litres/resident and day)



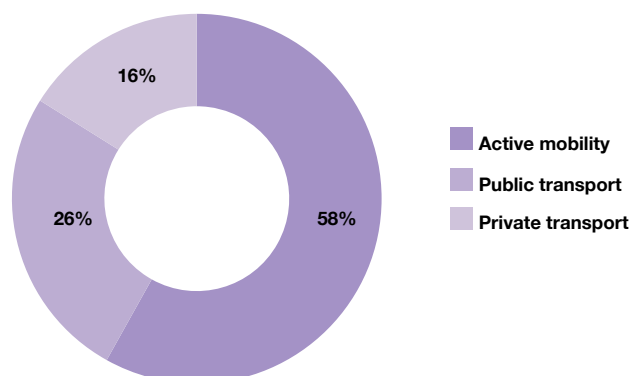
Source: Barcelona City Council Department of Statistics and Data Dissemination.

### Evolution of selective waste collection in Barcelona (% of total)



Source: Barcelona City Council's Department of Statistics and Data Dissemination, City of Barcelona Statistics Year Book, 2021

### Mobility of Barcelona residents by mode, 2023 (% of total)



Note: Population over the age of 15  
Source: Working-Day Mobility Survey. Metropolitan Transport Authority (ATM).

# Let Barcelona City Council be your best ally when you land in Barcelona

It's not easy to land in a new city! We will provide you with strategic guidance in order to properly plan your arrival. In addition, we offer you a portfolio of services adapted to your needs.

> GO TO: [meet.barcelona/business](https://meet.barcelona/business)

## For companies

### Do you want to expand your business in Barcelona?

The Business Landing Service offers you comprehensive assistance in setting up your business in Barcelona.

- Online company incorporation service.
- Support with recruitment and locating the business.
- Connection with other stakeholders in the business ecosystem.

> CONTACT US AT:  
[barcelonactiva.cat/businesslanding](https://barcelonactiva.cat/businesslanding)



## For entrepreneurs

### Do you want to launch your business in Barcelona?

Barcelona Activa provides you with personalised plans that will guide you step by step in setting up your business in Barcelona and making it a success.

Sign up for a welcome session in English!

> CONTACT US AT:  
[barcelonactiva.cat/entrepreneurship](https://barcelonactiva.cat/entrepreneurship)



## For new arrivals from all over the world

### Are you moving to Barcelona?

Barcelona is a vibrant and welcoming city with several resources that make it easy to move to the city and connect with the local community:

- Website with everything you need to know if you move to the city.
- Seminars, workshops, expat breakfasts, business visits around the city.
- Online and in-person support for international talent.

> CONTACT US AT:  
[barcelona.cat/internationalwelcome](https://barcelona.cat/internationalwelcome)



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**Design:** Aquells nois tan simpàtics, SL.  
**Proofreading and Translation:** Linguaserve  
Internacionalización de Servicios, SA.