
Description: Introduction

The US has one of the most developed economic systems in the world. The country's real GDP in 2014 was $14.8 (2005 prices). The economy gathers strength from its diversity and its strong position in the service sector together with industries such as automotive, aerospace, telecommunications, chemicals, electronics and IT.

Features and benefits

- Understand how the US can be used to plan business investments or market entry through a holistic view of the country.
- Gain an understanding of the political situation in the US, including key figures in the country and governance indicators.
- Understand customer demographics in the US through analysis of income distribution and the rural-urban split, as well as healthcare and education.

Highlights

The PESTLE analysis of the US identifies issues that affect the country's performance using the strengths, weaknesses, opportunities, and threats (SWOT) framework.

The political landscape section discusses the evolution of the political scenario in the US, as well as the country's economic, social, foreign, and defense policies. The section also discusses the country's performance according to World Bank Governance Indicators.

The economic landscape section outlines the evolution of the US's economy, as well as the country's performance in terms of GDP growth, composition by sector (agriculture, industry, and services), fiscal situation, international investment position, monetary situation, credit disbursement, banking sector, and employment.

Your key questions answered

- How does the US perform in terms of technology-intensive sectors like telecoms and IT, patents, and R&D expenditure trends?
- What is the legal structure in the US and are the laws conducive to investment?
- How does the US perform in terms of environmental indicators and its environmental policies?
- How does the US perform in terms of healthcare, income distribution, and education?

This country analysis report on the US analyzes the political, economic, social, technological, legal, and environmental (PESTLE) structure of the country. The PESTLE country analysis report series provides in-depth analysis of 50 major countries.

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