

# São Paulo metropolitan area profile

## Overview (rank among 13 Brazilian metros)

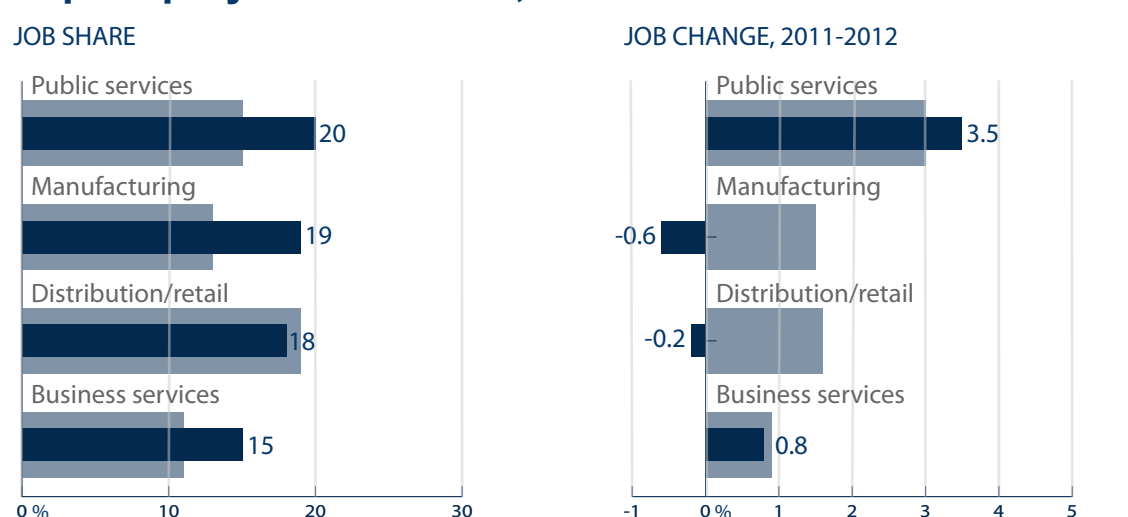
Population, 2012 in millions	Employment, 2010 in millions	GDP per capita, 2012	Exports in billions, 2007-2012
20.0 (1 <sup>st</sup> )	9.5 (1 <sup>st</sup> )	\$23,704 (2 <sup>nd</sup> )	\$99.9 (1 <sup>st</sup> )

## Economic performance, 2011-2012

Rank among 13 Brazilian metros: Rank among 300 world metros:

12<sup>th</sup> 217<sup>th</sup>

## Top employment sectors, 2012



## Key statistics (national values)

### Population

Change, 1990-2012:

33% (34%)

Working age share of total:

66% (63%)

### Migration

Share born outside the state:

24% (14%)

Emigrants per 1,000 residents:

2.7 (2.6)

### Education

Share with a college degree:

17% (11%)

Literacy rate:

97% (91%)

### GDP per capita

Change, 1990-2012:

32% (42%)

Change, 2011-2012:

-0.1% (0.5%)

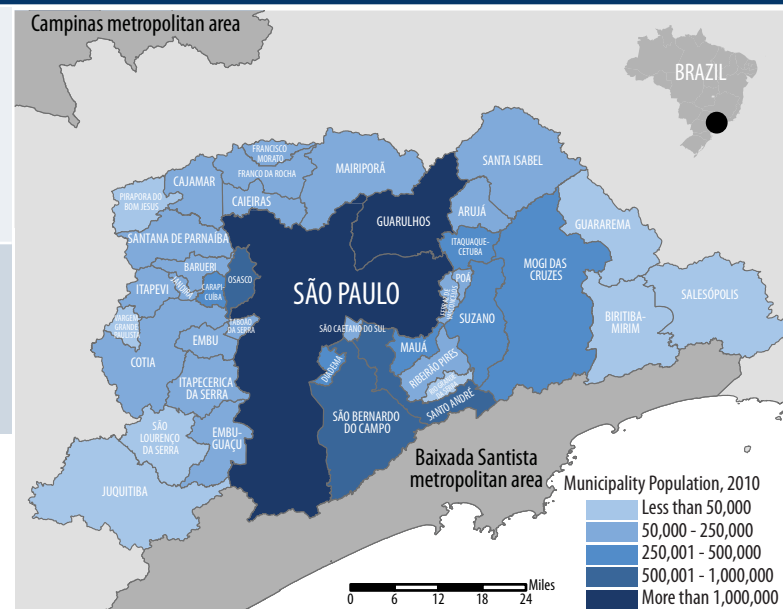
### Employment

Change, 1990-2012:

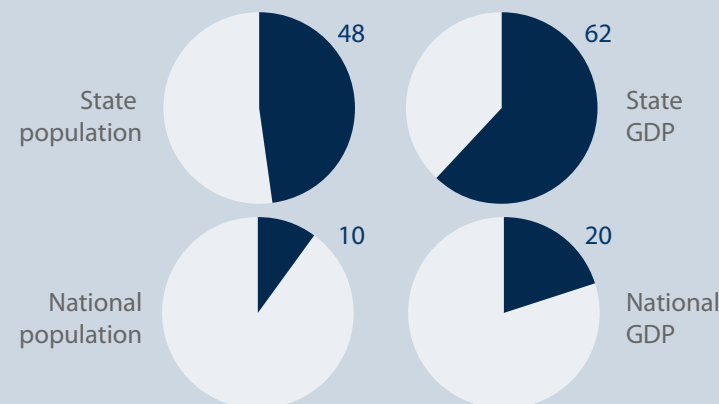
55% (37%)

Change, 2011-2012:

0.9% (1.4%)



## 2010 metro share of



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## OVERVIEW

São Paulo is the largest metropolitan area in Brazil and the 10<sup>th</sup> largest in the world. Located in São Paulo state in southeastern Brazil, about 200 miles southwest of Rio de Janeiro and 30 miles inland from the Atlantic Ocean, São Paulo accounts for one-tenth of Brazil's population, but one-fifth of its economy. A hub of commerce, its size and traffic congestion has encouraged it to acquire the highest number of helicopters per capita in the world.

## POPULATION

With almost 20 million people living in the metropolitan area, São Paulo accounts for nearly half (48 percent) of its state's population and has about two million more residents than metropolitan New York. More than half (57 percent) of the population lives in the city proper, with the remainder residing in the 38 other municipalities that make up the metropolitan area. Eleven (11) percent live in *favelas* (irregular settlements), the seventh highest share among the 13 major Brazilian metro areas.

Colonized in the 16<sup>th</sup> century as the first permanent Portuguese settlement in the Americas, São Paulo became an official city in 1711. Through the 19<sup>th</sup> century, it was overshadowed by Rio de Janeiro. With the rise in importance of coffee exports in the late 19<sup>th</sup> century, São Paulo gained in prominence, and industrialized rapidly in the 20<sup>th</sup> century, surpassing Rio de Janeiro in population by the middle of the century. In recent decades, it has maintained an impressive rate of population growth, increasing 19 percent in the 1990s, and ranking fifth among Brazil's large metro areas. Between 2000 and 2012, its growth slowed to 12 percent, 11<sup>th</sup> among large metro areas, but that still represented an increase of 2 million people, or 8 percent of Brazil's overall population

growth.

São Paulo's age structure is typical for large metropolitan areas in Brazil: two-thirds (66 percent) of its population is of working age, 27 percent are children, and 7 percent are seniors. São Paulo's population is relatively well educated. Ninety-seven (97) percent of its population age ten and older is literate, the third highest in Brazil. Likewise, it ranks third for the share of its adults who have completed tertiary education (17 percent).

São Paulo's economic vitality draws migrants both domestically and internationally. Twenty-four (24) percent of its population was born outside the state, well above the large metro average of 14 percent. Likewise, it ranks first along with Baixada Santista for the share of its population that was born abroad, 1.0 percent. With approximately 193,000 immigrants, its foreign-born population is more than twice the size of that in any other major Brazilian metro area. Portuguese make up one-quarter of immigrants, followed by those from Bolivia (13 percent) and Japan (11 percent). São Paulo ranks eighth among large metro areas for its rate of emigration with 2.7 per 1,000 residents counted as living abroad in 2010. The United States (22 percent), Japan (17 percent) and the United Kingdom (8 percent) are the most popular destinations.

## ECONOMY

São Paulo is the largest Brazilian metro area. It is also home to the largest employment base (9.5 million workers), the largest GDP (\$473 billion makes up 20 percent of the Brazilian GDP and ranks 11<sup>th</sup> globally), and the second highest GDP per capita (\$23,704 ranks only behind Brasília).

Despite the impressive size of São Paulo's economy, its growth rates rank low among other Brazilian metros. Its

long-term and short-term employment growth rank 11<sup>th</sup> and 12<sup>th</sup>, the same is true for its GDP growth, and both measures of GDP per capita growth rank 10<sup>th</sup>.

São Paulo's largest industries are slightly more diverse than those in other metros. Its largest sector, public services, makes up only 20 percent of the economy. Manufacturing (19 percent), distribution and retail (18 percent), and business services (15 percent) are also large contributors. Since 1990, São Paulo has seen largest growth in its information services (251 percent) and business services (105 percent). In the last year, São Paulo experienced larger growth in its information services (4.2 percent), public services (3.5 percent), hotels and catering (2.2 percent), and financial services (1.3 percent) than its total growth (0.9 percent). Eleven (11) percent of all workers in Brazil work in the São Paulo metropolitan area, which specializes in financial services.

São Paulo is the largest Brazilian exporter, sending \$100 billion of goods abroad in the last five years, including \$8.9 billion to the United States. Its major export sectors include vehicles and parts (18 percent), machinery (11 percent), sugars (9 percent), oil seeds and fruits (6 percent), and special operations (6 percent). One third of exports to the United States are mechanical appliances. The region's exports to the United States are much more specialized than its export profile in general.

Because of its size, São Paulo is considered the economic powerhouse of Brazil. However, its economic performance over the last year ranks it 12<sup>th</sup> among the 13 Brazilian metros profiled here. This is not to say that São Paulo is not a strong economy, but rather that São Paulo's employment and GDP per capita has not grown as rapidly as that in smaller metropolitan areas over the past year.