
Description:

Global Strategic Consulting Market Research Report: Information by Services (Mergers & Acquisitions, Corporate Strategy, Business Model Transformation, Economic Policy, Organisational Strategy, Functional Strategy, Strategy & Operations and Digital Strategy), Organization Size (Large Enterprise and Small & Medium Enterprise), Industry Vertical (IT & telecommunication, Healthcare, BFSI, Retail, Manufacturing and others) and Region [North America (US, Canada, Mexico), Europe (Germany, UK, France, Italy, Spain and Rest of Europe), Asia-Pacific (China, Japan, Singapore, South Korea, Rest of Asia-Pacific and India), the Middle East & Africa and South America] - Forecast till 2025

Market Snapshot

Organizations across all industry verticals are witnessing various supply-side challenges such as intense competition and rapidly changing business models. In recent years, companies in the e-commerce sector, such as Amazon, Alibaba, e-Bay, and Flipkart, are witnessing a cut-throat competition globally and regionally. Additionally, rapidly changing customer purchasing patterns have also intensified market competition. Thus, companies need highly expertise advisory and consulting teams that offer unique capability solutions. These solutions, provided by consultants, include a deep understanding of customer purchasing patterns and provide a way for efficient, scalable, and sustainable operations. The collaborative approach of consulting firms helps companies maintain an edge over competitors through their domain expertise that offers companies effective solutions to resolve the complex business problems. For instance, PricewaterhouseCoopers (PwC), a globally recognized consulting firm, has partnered with Amazon Web Services to offer distinctive capabilities solution such as retail interface design, customer relationship management, and advanced technological innovation. This partnership helped Amazon proactively manage changes in the marketplace, which led it to restructure its business models and offer operational excellence.

The Global Strategic Consulting Market was valued USD 30.90 billion in 2018 and is expected to expand at ~5.24% CAGR and reach USD 43.98 billion by 2025.

Source: MRFR Analysis

Synopsis

The global strategic consulting market has been segmented based on services, organization size,
Based on services, the global market has been segmented into economic policy, mergers & acquisitions, organizational strategy, corporate strategy, business model transformation, functional strategy, strategy & operations, and digital strategy.

Based on organization size, the global market is divided into small and medium enterprises (SMEs) and large enterprises. The large enterprises segment accounted for the larger market share in 2018 whereas the SMEs segment is expected to account for the higher CAGR during the forecast period, 2019–2025.

Based on industry vertical, the global market is categorized into IT & telecommunication, healthcare, BFSI, retail, manufacturing, and others. The IT & telecommunication segment accounted for the largest market share in 2018, whereas the retail segment is expected to exhibit the highest CAGR during the forecast period.

**Regional Analysis**

Geographically, the global strategic consulting market has been segmented into Asia-Pacific, North America, Europe, and the Middle East & Africa, and South America.

North America is expected to dominate the strategic consulting market and is expected to retain its position during the forecast period. The early adopters of technology and increase investments to adopt sustainable development programs by the enterprises and the presence of a highly skilled workforce are some of the factors boosting the growth of this market. The US accounted for approximately 20% of the global market share in 2018.

Asia-Pacific is expected to be the fastest-growing region during the forecast period. Emerging economies such as China, Japan, and India are growing at a faster pace, and thus contributing to the growth of the market in Asia-Pacific. Furthermore, the rapid adoption of customer-centric consulting services is also anticipated to propel the growth of the market in this region.

**Companies Covered**

The key players of the global strategic consulting market are McKinsey & Company (US), The Boston Consulting Group (US), Bain & Company (US), PwC (UK), Roland Berger LLC (Germany), Marsh & McLennan Companies Inc. (US), A.T. Kearney (US), Deloitte Touche Tohmatsu Limited (UK), Accenture (Europe), CGI Group Inc (Canada), and Booz Allen Hamilton Inc. (US).

**Key Developments**

- **In January 2019**, Litmus Automation, an Industrial Internet of Things (IIoT) platform provider, partnered with Boston Consulting Group (BCG) to offer joint IoT offerings. This partnership allowed the former’s customers to adopt Industry 4.0 and gather valuable, real-time data from their assets to make better business decisions.

- **In October 2018**, Bain & Company entered into a strategic partnership with Endava, an IT service company, to deliver next-generation technology services. This partnership resulted in maintaining a sustainable competitive advantage by both the companies, accelerating the development and delivery of digital consulting solutions and services.

**Market Segmentation**

- By Organization Size: Small and Medium Enterprises and Large Enterprises
- By Industry Vertical: IT & telecommunication, Healthcare, BFSI, Retail, Manufacturing, and Others

**Key questions addressed by the report**

- What was the historic market size (2017)?
- What was the Base year market size (2018)?
- Which segmentation (Services/ Organization Size, Industry Vertical) is driving the market?
What will be the growth rate by 2025?
Who are the key players in this market?
What are the strategies adopted by key players?

Globally, the strategy consulting market was valued at USD 32.37 billion in 2019 and is presumed to reach USD 43.98 billion by 2025 with a CAGR 5.17% during forecast period 2018-2025.

**Geographical Overview (%) 2018**

- **North America**: 39%
- **Europe**:
- **Asia-Pacific**:
- **Rest of the World**:

**Market Drivers**
- Maintaining Sustainable competitive advantage
- Rising need for customer-centric consulting services

**Market Restraints**
- Lack of skilled expertise

**Market Opportunity**
- Disruptive technologies - AI & Automation

**Key Players**
- McKinsey & Company
- The Boston Consulting Group
- Bain & Company
- Accenture
- PricewaterhouseCoopers (PwC)

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