

Global Brand Value and Image Management Consulting Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Brand Value and Image Management Consulting market size was valued at US\$ 2549 million in 2025 and is forecast to a readjusted size of US\$ 4783 million by 2032 with a CAGR of 9.8% during review period.

Brand value and image management consulting is a professional consulting service guided by a company's long-term strategy. Its core lies in systematically reviewing and enhancing the consistency between a company's brand value and its external image. This type of consulting typically revolves around brand positioning, value proposition, brand asset structure, visual and verbal identity systems, and internal and external communication guidelines. Through strategic diagnosis, audience perception research, and management mechanism design, it helps companies upgrade their brands from 'emotional image' to manageable, measurable, and sustainably value-added strategic assets. It is widely applied to group brand upgrades, corporate image reshaping during transformation, and brand governance and long-term value management during listing and internationalization processes.

This report is a detailed and comprehensive analysis for global Brand Value and Image Management Consulting market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Brand Value and Image Management Consulting market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Brand Value and Image Management Consulting market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Brand Value and Image Management Consulting market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Brand Value and Image Management Consulting market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Brand Value and Image Management Consulting

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Brand Value and Image Management Consulting market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Interbrand, Landor & Fitch, IDEO, Pentagram, FutureBrand, Wolff Olins, Siegel+Gale, Studio Dumbar/DEPT, Anagrama, Chermayeff & Geismar & Haviv, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Brand Value and Image Management Consulting market is split by Type and by

Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Corporate Image Consulting

Brand Image Consulting

Personal / Executive Image Consulting

Market segment by Service Scope

Brand Positioning & Image Strategy Consulting

Visual Identity System Consulting

Communication & Media Image Consulting

Market segment by Depth of Engagement

Strategy-led Image Consulting

Design-led Image Consulting

Market segment by Application

Consumer and Retail Sector

Technology and Internet Sector

Industrial and Manufacturing Sector

Others

Market segment by players, this report covers

Interbrand

Landor & Fitch

IDEO

Pentagram

FutureBrand

Wolff Olins

Siegel+Gale

Studio Dumbar/DEPT

Anagrama

Chermayeff & Geismar & Haviv

DesignStudio

Ogilvy Consulting

Publicis Sapient

McCann Worldgroup

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Brand Value and Image Management Consulting product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Brand Value and Image Management Consulting, with revenue, gross margin, and global market share of Brand Value and Image Management Consulting from 2021 to 2026.

Chapter 3, the Brand Value and Image Management Consulting competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Brand Value and Image Management Consulting market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Brand Value and Image Management Consulting.

Chapter 13, to describe Brand Value and Image Management Consulting research findings and conclusion.

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