

Global Brand Value and Image Management Consulting Services Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Brand Value and Image Management Consulting Services market size is expected to reach \$ 16600 million by 2032, rising at a market growth of 6.6% CAGR during the forecast period (2026-2032).

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.

Driven by intensifying global market competition, rising consumer brand awareness, and the rapid evolution of digital marketing, the demand for consulting services focused on brand value and image management continues to grow. An increasing number of enterprises view their brands as core intangible assets, seeking to enhance market competitiveness and brand value through strategic initiatives such as brand positioning, optimization of brand architecture, corporate image upgrades, and brand experience design. Simultaneously, the rise of the digital economy, social media, cross-border e-commerce, and global operations necessitates the creation of a unified, internationally competitive brand image to foster consumer trust and loyalty. Furthermore, activities

such as mergers and acquisitions, international expansion, and new brand incubation?alongside the growing adoption of ESG and sustainability principles?are fueling the demand for brand revitalization, brand governance, and corporate image management. Leveraging technologies such as consumer insights, big data analytics, artificial intelligence, digital experience design, and brand asset management, the sector is evolving toward a model that is data-driven, experience-oriented, digital, and global, thereby driving the industry's steady development.

This report studies the global Brand Value and Image Management Consulting Services demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Brand Value and Image Management Consulting Services, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Brand Value and Image Management Consulting Services that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Brand Value and Image Management Consulting Services total market, 2021-2032, (USD Million)

Global Brand Value and Image Management Consulting Services total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Brand Value and Image Management Consulting Services total market, key domestic companies, and share, (USD Million)

Global Brand Value and Image Management Consulting Services revenue by player, revenue and market share 2021-2026, (USD Million)

Global Brand Value and Image Management Consulting Services total market by Type, CAGR, 2021-2032, (USD Million)

Global Brand Value and Image Management Consulting Services total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Brand Value and Image Management Consulting Services 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 Accenture Song, Landor, Interbrand, Publicis Groupe, Dentsu Creative, McKinsey, BCG, Bain & Company, Deloitte, PwC, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Brand Value and Image Management Consulting Services market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Brand Value and Image Management Consulting Services Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Brand Value and Image Management Consulting Services Market, Segmentation by Type:

Corporate Image Consulting

Brand Image Consulting

Personal / Executive Image Consulting

Global Brand Value and Image Management Consulting Services Market, Segmentation by Application Scenarios:

New Brand Creation

Brand Upgrading

Others

Global Brand Value and Image Management Consulting Services Market, Segmentation by Depth of Engagement:

Strategy-led Image Consulting

Design-led Image Consulting

Global Brand Value and Image Management Consulting Services Market, Segmentation by Application:

Consumer and Retail Sector

Technology and Internet Sector

Others

Companies Profiled:

Accenture Song

Landor

Interbrand

Publicis Groupe

Dentsu Creative

McKinsey

BCG

Bain & Company

Deloitte

PwC

Kantar Consulting

Ipsos Strategy3

Prophet

FutureBrand

Siegel+Gale

Brand Finance

Lippincott

Saffron Brand Consultants

KMIND Consulting

Hua & Hua

Gramco

Key Questions Answered

1. How big is the global Brand Value and Image Management Consulting Services market?
2. What is the demand of the global Brand Value and Image Management Consulting Services market?
3. What is the year over year growth of the global Brand Value and Image Management Consulting Services market?
4. What is the total value of the global Brand Value and Image Management Consulting Services market?
5. Who are the Major Players in the global Brand Value and Image Management Consulting Services market?
6. What are the growth factors driving the market demand?

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