

Global Concept Design Services Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G934ED70F065EN.html>

Date: July 2026

Pages: 181

Price: US\$ 4,480.00 (Single User License)

ID: G934ED70F065EN

Abstracts

The global Concept Design Services market size is expected to reach \$ 2670 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

Concept design services refer to professional services provided by design firms, innovation consulting companies, industrial design companies, architectural and spatial design firms, and digital product experience design companies in the early stages of product, space, service, brand experience, or digital system development. These services include needs analysis, design strategy, concept generation, creative direction, sketching, 3D renderings, interactive prototypes, service blueprints, scene storyboards, preliminary feasibility assessments, and concept validation.

From a demand structure perspective, the growth of concept design services does not primarily stem from traditional advertising creative budgets, but rather from the shift of enterprise R&D forward, product experience upgrades, and commercial space redesign. Medical devices, smart hardware, new energy mobility, consumer electronics, home appliances, enterprise software, AI applications, retail experiences, office space renovations, and urban public spaces are currently the most active areas of demand. Large enterprises tend to outsource the most uncertain early-stage innovation phase to professional design firms to reduce internal trial-and-error costs; SMEs, on the other hand, rely more on design companies to provide continuous services from concept sketches and appearance design to structural feasibility and preliminary prototypes.

This report studies the global Concept Design Services demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Concept

Design 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 Concept Design Services that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Concept Design Services total market, 2021-2032, (USD Million)

Global Concept Design Services total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Concept Design Services total market, key domestic companies, and share, (USD Million)

Global Concept Design Services revenue by player, revenue and market share 2021-2026, (USD Million)

Global Concept Design Services total market by Type, CAGR, 2021-2032, (USD Million)

Global Concept Design Services total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Concept Design 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, Frog, IDEO, Gensler, PA Consulting, EPAM Systems, McKinsey Design, BCG X, Smart Design, RKS Design, 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 Concept Design 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 Concept Design Services Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Concept Design Services Market, Segmentation by Type:

Product Concept Design

Architectural Concept Design

System/Software Concept Design

Global Concept Design Services Market, Segmentation by Design Depth:

Strategic Concept Design

Solution-level Concept Design

Detail-level Concept Design

Global Concept Design Services Market, Segmentation by Delivery Cycle:

2~6 weeks

> 6 weeks

Global Concept Design Services Market, Segmentation by Application:

Industrial Products

Transportation

Spatial Architecture

Other

Companies Profiled:

Accenture Song

Frog

IDEO

Gensler

PA Consulting

EPAM Systems

McKinsey Design

BCG X

Smart Design

RKS Design

Delve

Whipsaw

Teague

Ziba Design

Seymourpowell

PriestmanGoode

DCA Design International

Cambridge Design Partnership

HKS

SOM

BIG

HOK

GK Design Group

Elephant Design

Tata Elxsi

LKK Innovation Design

ARTOP Design Group

Key Questions Answered

1. How big is the global Concept Design Services market?
2. What is the demand of the global Concept Design Services market?
3. What is the year over year growth of the global Concept Design Services market?
4. What is the total value of the global Concept Design Services market?
5. Who are the Major Players in the global Concept Design Services market?
6. What are the growth factors driving the market demand?

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