

# Global Equity Award Valuation 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 Equity Award Valuation market size was valued at US\$ 2795 million in 2025 and is forecast to a readjusted size of US\$ 4830 million by 2032 with a CAGR of 8.1% during review period.

Equity award valuation refers to a professional service and methodology that systematically assesses and compliantly measures the fair value of equity incentive instruments granted by a company to its employees, management, or advisors. Its objective is to reasonably and definitively determine the value of equity awards on the grant date and in subsequent accounting periods to meet tax, accounting standards, and audit compliance requirements.

### Gross Margin Levels

Equity-based valuation is essentially a "knowledge-intensive professional service with high compliance requirements." The core costs lie in valuation analyst hours, quality review (partners/managers), model and data subscriptions (comparable companies/transactions, interest rates/volatility, etc.), and audit Q&A. Therefore, industry gross margins exhibit a clear divergence based on "productization level ? human leverage": 409A annual renewal valuations/early-stage company valuations, with their higher standardization, benefit from platform-based data collection and templated working papers, resulting in improved single-project delivery efficiency and generally higher gross margins. However, projects involving Pre-IPO, multi-round preference structures, and complex performance/market conditions (Monte Carlo) require stronger senior personnel involvement and longer audit inquiry cycles, diluting project gross margins due to review and communication costs. Overall, leading institutions generally

increase scalable delivery ratios and stabilize gross margins and delivery cycles by using "platform tools + expert review," "subscription (unlimited updates)," and "reusing models and working papers with financial report valuations/M&A valuations."

## Industry Drivers

The underlying logic driving the continued expansion of the equity incentive valuation market is the evolution of equity incentives from "issuing options" to a systematic project encompassing "tax compliance + accounting measurement + audit transparency." On the one hand, private companies need to create a defensible common stock FMV (as required by 409A, etc.) when granting options/equity awards, and this often requires more frequent updates after financing, mergers and acquisitions, and major operating events. On the other hand, accounting standards such as ASC 718/IFRS 2 require fair value measurement and expense recognition for equity payments, increasing companies' reliance on valuation models, assumptions, and the quality of working papers at the financial reporting level. Simultaneously, the increasing global penetration rate of entrepreneurship and equity incentives, the increased audit intensity of pre-IPO companies, and platform service providers packaging "valuation + equity management (cap table) + compliance tools" have significantly lowered the barrier for SMEs to access valuation services, driving demand from "a few companies must do it" to "more companies doing it routinely."

This report is a detailed and comprehensive analysis for global Equity Award Valuation 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 Equity Award Valuation market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Equity Award Valuation market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Equity Award Valuation market size and forecasts, by Type and by Application,

in consumption value (\$ Million), 2021-2032

Global Equity Award Valuation 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 Equity Award Valuation

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 Equity Award Valuation 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 Kroll, PwC, Deloitte, EY, KPMG, BDO USA, RSM US, Grant Thornton, Baker Tilly, Crowe LLP, etc.

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

Market segmentation

Equity Award Valuation 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

Database-driven

Algorithm-iterative

Market segment by Compliance Scenarios

Specialized Compliance Type

General Type

## Market segment by Target Audience

Startup Type

Mature Enterprise Type

## Market segment by Application

Technology Industry

Healthcare Industry

Financial Services Industry

Others

## Market segment by players, this report covers

Kroll

PwC

Deloitte

EY

KPMG

BDO USA

RSM US

Grant Thornton

Baker Tilly

Crowe LLP

CBIZ Valuation Group

Moss Adams

Plante Moran

Armanino

SingerLewak

Stout

Mercer Capital

Andersen

Valuation Research Corporation

Aprio

CohnReznick

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 Equity Award Valuation product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Equity Award Valuation, with revenue, gross margin, and global market share of Equity Award Valuation from 2021 to 2026.

Chapter 3, the Equity Award Valuation 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 Equity Award Valuation 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 Equity Award Valuation.

Chapter 13, to describe Equity Award Valuation research findings and conclusion.

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