

# Global Equity Award Valuation Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Equity Award Valuation market size is expected to reach \$ 4830 million by 2032, rising at a market growth of 8.1% CAGR during the forecast period (2026-2032).

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 studies the global Equity Award Valuation demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Equity Award Valuation, 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 Equity Award Valuation that contribute to its increasing demand across many markets.

## Highlights and key features of the study

Global Equity Award Valuation total market, 2021-2032, (USD Million)

Global Equity Award Valuation total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Equity Award Valuation total market, key domestic companies, and share, (USD Million)

Global Equity Award Valuation revenue by player, revenue and market share  
2021-2026, (USD Million)

Global Equity Award Valuation total market by Type, CAGR, 2021-2032, (USD Million)

Global Equity Award Valuation total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Equity Award Valuation 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 Equity Award Valuation Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Equity Award Valuation Market, Segmentation by Type:

Database-driven

Algorithm-iterative

Global Equity Award Valuation Market, Segmentation by Compliance Scenarios:

Specialized Compliance Type

General Type

Global Equity Award Valuation Market, Segmentation by Target Audience:

Startup Type

Mature Enterprise Type

Global Equity Award Valuation Market, Segmentation by Application:

Technology Industry

Healthcare Industry

Financial Services Industry

Others

Companies Profiled:

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

#### Key Questions Answered

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

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