

Healthcare Consulting Services Market Size, Share & Trends Analysis Report By Services (Strategic Management Consulting), By End-use (Hospitals), By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Healthcare Consulting Services Market Growth & Trends

The global healthcare consulting services market size is expected to reach USD 25.9 billion by 2030 and register a CAGR of 8.3% from 2023 to 2030, according to a new report by Grand View Research, Inc. The increasing budget cuts, the desire to enhance operational efficiency, changing healthcare policies and regulations, and growing demand to implement new technologies such as big data analytics, cloud deployment, and IoT among healthcare institutions such as life sciences companies and government bodies are some of the key factors driving the healthcare consulting services market.

Healthcare consulting services firms assist healthcare organizations in increasing their efficiency and profits; they also assist in providing structural recommendations for the firm. These advantages associated with healthcare consulting are expected to improve demand for these services across the forecast period. Over the years, there has been uncertainty over healthcare reform, growth in employer self-insurance, a rise in patient pay responsibility, and a growing demand for understanding healthcare coverage. These issues are likely to improve the demand for healthcare consulting services for managing payers' needs.

Pharmaceutical companies are heavily investing in the research and development of new drugs. As a result, the number of new drugs in the pipeline has increased in recent

years. According to the Pharma R&D annual review, as of 2022, over 20,109 drugs were in the pipeline. These drugs are expected to be launched in the coming years. Due to the uncertainties created by the COVID-19 pandemic, pharmaceutical companies are expected to collaborate with strategic consultants to develop their launch strategy. This is expected to support market growth in the post-pandemic period.

Healthcare Consulting Services Market Report Highlights

Based on services the strategic management segment held the largest share of 49.0% in 2022 owing to the growing demand for M&A strategy consulting among the healthcare organizations

Based on end-use, the pharmaceutical companies segment accounted for a maximum share of 27.9% in 2022. The growing need to manage costs associated with various operations in the pharmaceutical company and the increasing demand for brand management of existing products are supporting segment growth

Based on region, North America dominated the market in 2022 and accounted for a share of 47.3% due to the increase in the adoption of digitalization among healthcare organizations

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
 - 1.1.1. Services
 - 1.1.2. End-use
 - 1.1.3. Regional scope
 - 1.1.4. Estimates and forecast timeline
- 1.2. Research Methodology
- 1.3. Information Procurement
 - 1.3.1. Purchased database
 - 1.3.2. GVR's internal database
 - 1.3.3. Secondary sources
 - 1.3.4. Primary research
- 1.4. Information or Data Analysis
 - 1.4.1. Data analysis models
- 1.5. Market Formulation & Validation
- 1.6. Model Details
 - 1.6.1. Commodity flow analysis (Model 1)
- 1.7. List of Secondary Sources
- 1.8. List of Primary Sources
- 1.9. Objectives
 - 1.9.1. Objective
 - 1.9.2. Objective
 - 1.9.3. Objective
 - 1.9.4. Objective

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook

CHAPTER 3. HEALTHCARE CONSULTING SERVICES MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Parent market outlook
 - 3.1.2. Related/ancillary market outlook
- 3.2. Market Dynamics

- 3.2.1. Market driver analysis
 - 3.2.1.1. Growing pressure to reduce cost in the healthcare settings
 - 3.2.1.2. Increasing demand for digitalization
 - 3.2.1.3. Changing regulatory framework contributing to the demand for consulting services
- 3.2.2. Market restraint analysis
 - 3.2.2.1. Intellectual Property Issues
- 3.2.3. Covid-19 Impact & Recovery Analysis
- 3.2.4. Industry Analysis – Porter's
- 3.2.5. PESTLE Analysis

CHAPTER 4. HEALTHCARE CONSULTING SERVICES MARKET: SERVICES SEGMENT ANALYSIS

- 4.1. Healthcare Consulting Services Market : Definition & Scope
- 4.2. Healthcare Consulting Services Market : Service Market Share Analysis, 2022 & 2030
- 4.3. Strategic Management Consulting
 - 4.3.1. Strategic Management Consulting Market, 2018 – 2030 (USD Million)
- 4.4. Financial Management Consulting
 - 4.4.1. Financial Management Consulting Market, 2018 - 2030 (USD Million)
- 4.5. Information Technology Consulting
 - 4.5.1. Information Technology Consulting Market, 2018 - 2030 (USD Million)
- 4.6. Human Resource Consulting
 - 4.6.1. Human Resource Consulting Market, 2018 - 2030 (USD Million)
- 4.7. Others
 - 4.7.1. Others Market, 2018 - 2030 (USD Million)

CHAPTER 5. HEALTHCARE CONSULTING SERVICES MARKET: END-USE SEGMENT ANALYSIS

- 5.1. Healthcare Consulting Services Market : Definition & Scope
- 5.2. Healthcare Consulting Services Market : End-use Market Share Analysis, 2022 & 2030
- 5.3. Pharmaceutical Companies
 - 5.3.1. Pharmaceutical Companies Market, 2018 - 2030 (USD Million)
- 5.4. Hospitals
 - 5.4.1. Hospitals Market, 2018 - 2030 (USD Million)
- 5.5. Insurance Companies

- 5.5.1. Insurance Companies Market, 2018 - 2030 (USD Million)
- 5.6. Government Organizations
 - 5.6.1. Government Organizations Market, 2018 - 2030 (USD Million)
- 5.7. Other Healthcare Providers
 - 5.7.1. Other Healthcare Providers Market, 2018 - 2030 (USD Million)

CHAPTER 6. HEALTHCARE CONSULTING SERVICES MARKET: REGIONAL ANALYSIS

- 6.1. Healthcare Consulting Services: Regional market share analysis, 2022 & 2030
- 6.2. North America
 - 6.2.1. North America Market estimates and forecast, 2018 - 2030
 - 6.2.2. U.S.
 - 6.2.2.1. U.S. Market estimates and forecast, 2018 - 2030
 - 6.2.3. Canada
 - 6.2.3.1. Canada Market estimates and forecast, 2018 - 2030
- 6.3. Europe
 - 6.3.1. Europe Market estimates and forecast, 2018 - 2030
 - 6.3.2. UK
 - 6.3.2.1. UK Market estimates and forecast, 2018 - 2030
 - 6.3.3. Germany
 - 6.3.3.1. Germany Market estimates and forecast, 2018 - 2030
 - 6.3.4. France
 - 6.3.4.1. France Market estimates and forecast, 2018 - 2030
 - 6.3.5. Italy
 - 6.3.5.1. Italy Market estimates and forecast, 2018 - 2030
 - 6.3.6. Spain
 - 6.3.6.1. Spain Market estimates and forecast, 2018 - 2030
 - 6.3.7. Denmark
 - 6.3.7.1. Denmark Market estimates and forecast, 2018 - 2030
 - 6.3.8. Sweden
 - 6.3.8.1. Sweden Market estimates and forecast, 2018 - 2030
 - 6.3.9. Norway
 - 6.3.9.1. Norway Market estimates and forecast, 2018 - 2030
- 6.4. Asia Pacific
 - 6.4.1. Asia Pacific Market estimates and forecast, 2018 - 2030
 - 6.4.2. Japan
 - 6.4.2.1. Japan Market estimates and forecast, 2018 - 2030
 - 6.4.3. China

- 6.4.3.1. China Market estimates and forecast, 2018 - 2030
- 6.4.4. India
 - 6.4.4.1. India Market estimates and forecast, 2018 - 2030
- 6.4.5. South Korea
 - 6.4.5.1. South Korea Market estimates and forecast, 2018 - 2030
- 6.4.6. Australia
 - 6.4.6.1. Australia Market estimates and forecast, 2018 - 2030
- 6.4.7. Thailand
 - 6.4.7.1. Thailand Market estimates and forecast, 2018 - 2030
- 6.4.8. South Korea
 - 6.4.8.1. South Korea Market estimates and forecast, 2018 - 2030
- 6.5. Latin America
 - 6.5.1. Latin America Market estimates and forecast, 2018 - 2030
 - 6.5.2. Brazil
 - 6.5.2.1. Brazil Market estimates and forecast, 2018 - 2030
 - 6.5.3. Mexico
 - 6.5.3.1. Mexico Market estimates and forecast, 2018 - 2030
 - 6.5.4. Argentina
 - 6.5.4.1. Argentina Market estimates and forecast, 2018 - 2030
- 6.6. MEA
 - 6.6.1. MEA Market estimates and forecast, 2018 - 2030
 - 6.6.2. South Africa
 - 6.6.2.1. South Africa Market estimates and forecast, 2018 - 2030
 - 6.6.3. Saudi Arabia
 - 6.6.3.1. Saudi Arabia Market estimates and forecast, 2018 - 2030
 - 6.6.4. UAE
 - 6.6.4.1. UAE Market estimates and forecast, 2018 - 2030
 - 6.6.5. Kuwait
 - 6.6.5.1. Kuwait Market estimates and forecast, 2018 - 2030

CHAPTER 7. COMPETITIVE LANDSCAPE

- 7.1. Market Share Analysis
- 7.2. Participant Categorization
- 7.3. Recent Development and Impact Analysis

CHAPTER 8. COMPANY PROFILES

- 8.1. Accenture

- 8.1.1. Company overview
- 8.1.2. Financial performance
- 8.1.3. Service benchmarking
- 8.1.4. Strategic initiatives
- 8.2. McKinsey & Company
 - 8.2.1. Company overview
 - 8.2.2. Financial performance
 - 8.2.3. Service benchmarking
 - 8.2.4. Strategic initiatives
- 8.3. Deloitte
 - 8.3.1. Company overview
 - 8.3.2. Financial performance
 - 8.3.3. Service benchmarking
 - 8.3.4. Strategic initiatives
- 8.4. PwC
 - 8.4.1. Company overview
 - 8.4.2. Financial performance
 - 8.4.3. Service benchmarking
 - 8.4.4. Strategic initiatives
- 8.5. L.E.K. Consulting
 - 8.5.1. Company overview
 - 8.5.2. Financial performance
 - 8.5.3. Service benchmarking
 - 8.5.4. Strategic initiatives
- 8.6. Huron Consulting Group Inc.
 - 8.6.1. Company overview
 - 8.6.2. Financial performance
 - 8.6.3. Service benchmarking
 - 8.6.4. Strategic initiatives
- 8.7. Cognizant
 - 8.7.1. Company overview
 - 8.7.2. Financial performance
 - 8.7.3. Service benchmarking
 - 8.7.4. Strategic initiatives
- 8.8. Ernst & Young Global Limited
 - 8.8.1. Company overview
 - 8.8.2. Financial performance
 - 8.8.3. Service benchmarking
 - 8.8.4. Strategic initiatives

8.9. Bain & Company, Inc.

8.9.1. Company overview

8.9.2. Financial performance

8.9.3. Service benchmarking

8.9.4. Strategic initiatives

8.10. Boston Consulting Group

8.10.1. Company overview

8.10.2. Financial performance

8.10.3. Service benchmarking

8.10.4. Strategic initiatives

8.11. QVIA, Inc.

8.11.1. Company overview

8.11.2. Financial performance

8.11.3. Service benchmarking

8.11.4. Strategic initiatives

List Of Tables

LIST OF TABLES

Table 1 List of secondary sources

Table 2 List of Abbreviations

List Of Figures

LIST OF FIGURES

- Fig. 1 Market research process
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Market research approaches
- Fig. 5 Value-chain-based sizing & forecasting
- Fig. 6 QFD modeling for market share assessment
- Fig. 7 Market formulation & validation
- Fig. 8 Commodity flow analysis
- Fig. 9 Healthcare consulting service market snapshot (2022)
- Fig. 10 Healthcare consulting service market segmentation
- Fig. 11 Market driver relevance analysis (Current & future impact)
- Fig. 12 Market restraint relevance analysis (Current & future impact)
- Fig. 13 Porter's five forces analysis
- Fig. 14 SWOT analysis, by factor (political & legal, economic and technological)
- Fig. 15 Healthcare consulting servicemarket services outlook: Segment dashboard
- Fig. 16 Healthcare consulting service market: Services movement analysis
- Fig. 17 Strategic management consulting market (USD Million)
- Fig. 18 Financial management consulting market (USD Million)
- Fig. 19 Information technology consulting market (USD Million)
- Fig. 20 Human resource consulting market (USD Million)
- Fig. 21 Others market (USD Million)
- Fig. 22 Healthcare consulting service market end-use outlook: Segment dashboard
- Fig. 23 Healthcare consulting service market: End-use movement analysis
- Fig. 24 Pharmaceutical companies market (USD Million)
- Fig. 24 Hospitals market (USD Million)
- Fig. 25 Insurance companies market (USD Million)
- Fig. 26 Government organizations market (USD Million)
- Fig. 27 Other healthcare providers market (USD Million)
- Fig. 28 Regional market: Key takeaways
- Fig. 29 Regional outlook, 2022 & 2030
- Fig. 30 North America market, 2018 - 2030 (USD Million)
- Fig. 31 U.S. market, 2018 - 2030 (USD Million)
- Fig. 32 Canada Market, 2018 - 2030 (USD Million)
- Fig. 33 Europe Market, 2018 - 2030 (USD Million)

- Fig. 34 UK Market, 2018 - 2030 (USD Million)
- Fig. 35 Germany Market, 2018 - 2030 (USD Million)
- Fig. 36 France Market, 2018 - 2030 (USD Million)
- Fig. 37 Italy Market, 2018 - 2030 (USD Million)
- Fig. 38 SpainMarket, 2018 - 2030 (USD Million)
- Fig. 39 Denmark Market, 2018 - 2030 (USD Million)
- Fig. 40 SwedenMarket, 2018 - 2030 (USD Million)
- Fig. 41 Norway Market, By Service, 2018 -2030 (USD Million)
- Fig. 42 Asia Pacific market, 2018 - 2030 (USD Million)
- Fig. 43 China market, 2018 - 2030 (USD Million)
- Fig. 44 India market, 2018 - 2030 (USD Million)
- Fig. 45 Japan market, 2018 - 2030 (USD Million)
- Fig. 46 Australia market, 2018 - 2030 (USD Million)
- Fig. 47 Thailand market, 2018 - 2030 (USD Million)
- Fig. 48 South Korea market, 2018 - 2030 (USD Million)
- Fig. 49 Latin America market, 2018 - 2030 (USD Million)
- Fig. 50 Brazil market, 2018 - 2030 (USD Million)
- Fig. 51 Mexico market, 2018 - 2030 (USD Million)
- Fig. 52 Argentina market, 2018 - 2030 (USD Million)
- Fig. 53 MEA market, 2018 - 2030 (USD Million)
- Fig. 54 South Africa market, 2018 - 2030 (USD Million)
- Fig. 55 Saudi Arabia market, 2018 - 2030 (USD Million)
- Fig. 56 UAE market, 2018 - 2030 (USD Million)
- Fig. 57 Kuwait market, 2018 - 2030 (USD Million)

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