

The 2023 Report on Management, Consulting, and Public Relations Services: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of management, consulting, and public relations services as including all commonly understood products and/or services falling within this broad category, such as general or specialized management services on a day to day basis and on a contract or fee basis which do not provide operating staff; management consulting services to private, nonprofit, and public organizations; public relations services engaged in the preparation of materials, written or spoken, which are design, such as the general public or other groups in promoting the interests of their clients; facilities management services on a contract or fee basis, such as personnel services and jail management, excluding computer services management; and business consulting services on a contract or fee basis, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Accenture and McKinsey. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are

current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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