

South Korea Strategic Management Market Size, Share, Trends and Forecast by Service Type, Organization Size, Industry Vertical, and Region, 2026-2034

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Abstracts

The South Korea strategic management market size is projected to exhibit a growth rate (CAGR) of 10.74% during 2026-2034. Key factors driving the market include rapid technological innovation, rising globalization, and proactive government support for innovation-driven initiatives. As companies seek to strengthen their competitive positioning and adapt to changing consumer demands, strategic management practices are being widely adopted to enhance efficiency, sustainability, and digital integration, thereby significantly increasing the South Korea strategic management market share across multiple industries.

SOUTH KOREA STRATEGIC MANAGEMENT MARKET TRENDS:

Embrace of Digital Transformation and Industry 4.0

In South Korea, the growing shift toward digital transformation is reshaping the strategic management landscape. As the country stands at the forefront of technological innovation, businesses are increasingly adopting Industry 4.0 technologies like AI, IoT, and big data to streamline operations, improve decision-making, and enhance customer experiences. Strategic management is evolving to incorporate these technologies, enabling organizations to remain competitive in the global market. Leaders are leveraging digital tools for real-time data analysis, predictive insights, and automated workflows. This trend not only drives business efficiency but also supports innovation, helping companies stay agile in response to market disruptions and technological advancements. As a result, organizations are adopting more flexible and data-driven

strategies to stay competitive in an increasingly complex business environment. For instance, in April 2024, South Korea launched the AI Strategy High-Level Consultative Council, a government-private panel aimed at boosting AI competitiveness to rank third globally. Led by the Ministry of Science and ICT, the council includes 30 members from government and industry giants like Samsung, SK Telecom, and Naver. With a ₩710.2 billion investment in 69 AI projects, the initiative targets innovation, AI integration across sectors, public health improvements, and developing super-scale AI services to drive national growth and global leadership in AI.

Focus on Sustainability and Corporate Social Responsibility (CSR)

Sustainability has become a significant consideration in the South Korea strategic management market growth. With growing environmental concerns and an increased emphasis on corporate responsibility, companies are integrating sustainability into their core strategies. The government's support for green technologies and sustainable practices, coupled with consumer preference for eco-friendly products, is driving companies to adopt practices that reduce environmental impact and promote long-term ecological balance. Businesses are aligning their strategic goals with CSR initiatives to build stronger reputations, attract conscientious consumers, and enhance stakeholder trust. By prioritizing sustainable resource management, carbon footprint reduction, and ethical governance, South Korean firms are positioning themselves as responsible market leaders, helping to create a balance between business growth and environmental stewardship. For instance, in March 2025, South Korea announced a \$34 billion policy fund to support key strategic sectors such as semiconductors, electric vehicles, AI, and biopharmaceuticals amid rising global competition and protectionism. Managed by the Korea Development Bank, the fund will offer low-interest loans and investments over five years. The government also plans to attract global talent through top-tier visas and permanent residency offers. These measures aim to bolster national economic security and enhance competitiveness in advanced industries designated as critical to South Korea's strategic interests.

Rise of Agile Strategic Management Practices

The dynamic global business environment has led to the adoption of agile strategic management practices in South Korea. Organizations are increasingly embracing agile frameworks, which allow them to pivot quickly in response to market changes, disruptions, and consumer demands. This shift towards agility is particularly relevant in sectors such as technology, manufacturing, and finance, where market conditions evolve rapidly. For instance, a 2025 survey by the Korea Enterprises Federation found

that nearly half of South Korean companies plan to adopt tight management due to sluggish domestic demand and rising labor costs. Large firms are particularly cautious, with 61% favoring cost-cutting and manpower rationalization. Concerns over U.S. protectionism under President Trump and global uncertainty also weigh heavily. Most companies foresee economic recovery only after 2026 and forecast modest 1.9% growth, highlighting the urgent need for policies that encourage corporate investment and stability. By incorporating short-term goals, continuous feedback loops, and cross-functional teams, firms are better equipped to respond to emerging opportunities and challenges in a highly competitive market.

SOUTH KOREA STRATEGIC MANAGEMENT MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the region/country level for 2026-2034. Our report has categorized the market based on service type, organization size, and industry vertical.

Service Type Insights:

Strategy Consulting

Corporate Planning Services

Mergers and Acquisitions Advisory

Change Management

Innovation and Growth Strategy

The report has provided a detailed breakup and analysis of the market based on the service type. This includes strategy consulting, corporate planning services, mergers and acquisitions advisory, change management, and innovation and growth strategy.

Organization Size Insights:

Large Enterprises

SMEs

A detailed breakup and analysis of the market based on the organization size have also been provided in the report. This includes large enterprises and SMEs.

Industry Vertical Insights:

Manufacturing

Technology and ICT

Healthcare and Pharmaceuticals

Finance and Banking

Retail and Consumer Goods

Energy and Utilities

A detailed breakup and analysis of the market based on the industry vertical have also been provided in the report. This includes manufacturing, technology and ICT, healthcare and pharmaceuticals, finance and banking, retail and consumer goods, and energy and utilities.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea strategic management market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea strategic management market on the basis of service type?

What is the breakup of the South Korea strategic management market on the basis of organization size?

What is the breakup of the South Korea strategic management market on the basis of industry vertical?

What is the breakup of the South Korea strategic management market on the basis of region?

What are the various stages in the value chain of the South Korea strategic management market?

What are the key driving factors and challenges in the South Korea strategic management market?

What is the structure of the South Korea strategic management market and who are the key players?

What is the degree of competition in the South Korea strategic management market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 SOUTH KOREA STRATEGIC MANAGEMENT MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA STRATEGIC MANAGEMENT MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (?2020-2025?)
- 5.2 Market Forecast (?2026-2034?)

6 SOUTH KOREA STRATEGIC MANAGEMENT MARKET - BREAKUP BY SERVICE TYPE

- 6.1 Strategy Consulting
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (?2020-2025?)
 - 6.1.3 Market Forecast (?2026-2034?)
- 6.2 Corporate Planning Services
 - 6.2.1 Overview

6.2.2 Historical and Current Market Trends (?2020-2025?)

6.2.3 Market Forecast (?2026-2034?)

6.3 Mergers and Acquisitions Advisory

6.3.1 Overview

6.3.2 Historical and Current Market Trends (?2020-2025?)

6.3.3 Market Forecast (?2026-2034?)

6.4 Change Management

6.4.1 Overview

6.4.2 Historical and Current Market Trends (?2020-2025?)

6.4.3 Market Forecast (?2026-2034?)

6.5 Innovation and Growth Strategy

6.5.1 Overview

6.5.2 Historical and Current Market Trends (?2020-2025?)

6.5.3 Market Forecast (?2026-2034?)

7 SOUTH KOREA STRATEGIC MANAGEMENT MARKET - BREAKUP BY ORGANIZATION SIZE

7.1 Large Enterprises

7.1.1 Overview

7.1.2 Historical and Current Market Trends (?2020-2025?)

7.1.3 Market Forecast (?2026-2034?)

7.2 SMEs

7.2.1 Overview

7.2.2 Historical and Current Market Trends (?2020-2025?)

7.2.3 Market Forecast (?2026-2034?)

8 SOUTH KOREA STRATEGIC MANAGEMENT MARKET - BREAKUP BY INDUSTRY VERTICAL

8.1 Manufacturing

8.1.1 Overview

8.1.2 Historical and Current Market Trends (?2020-2025?)

8.1.3 Market Forecast (?2026-2034?)

8.2 Technology and ICT

8.2.1 Overview

8.2.2 Historical and Current Market Trends (?2020-2025?)

8.2.3 Market Forecast (?2026-2034?)

8.3 Healthcare and Pharmaceuticals

- 8.3.1 Overview
- 8.3.2 Historical and Current Market Trends (?2020-2025?)
- 8.3.3 Market Forecast (?2026-2034?)
- 8.4 Finance and Banking
 - 8.4.1 Overview
 - 8.4.2 Historical and Current Market Trends (?2020-2025?)
 - 8.4.3 Market Forecast (?2026-2034?)
- 8.5 Retail and Consumer Goods
 - 8.5.1 Overview
 - 8.5.2 Historical and Current Market Trends (?2020-2025?)
 - 8.5.3 Market Forecast (?2026-2034?)
- 8.6 Energy and Utilities
 - 8.6.1 Overview
 - 8.6.2 Historical and Current Market Trends (?2020-2025?)
 - 8.6.3 Market Forecast (?2026-2034?)

9 SOUTH KOREA STRATEGIC MANAGEMENT MARKET – BREAKUP BY REGION

- 9.1 Seoul Capital Area
 - 9.1.1 Overview
 - 9.1.2 Historical and Current Market Trends (?2020-2025?)
 - 9.1.3 Market Breakup by Service Type
 - 9.1.4 Market Breakup by Organization Size
 - 9.1.5 Market Breakup by Industry Vertical
 - 9.1.6 Key Players
 - 9.1.7 Market Forecast (?2026-2034?)
- 9.2 Yeongnam (Southeastern Region)
 - 9.2.1 Overview
 - 9.2.2 Historical and Current Market Trends (?2020-2025?)
 - 9.2.3 Market Breakup by Service Type
 - 9.2.4 Market Breakup by Organization Size
 - 9.2.5 Market Breakup by Industry Vertical
 - 9.2.6 Key Players
 - 9.2.7 Market Forecast (?2026-2034?)
- 9.3 Honam (Southwestern Region)
 - 9.3.1 Overview
 - 9.3.2 Historical and Current Market Trends (?2020-2025?)
 - 9.3.3 Market Breakup by Service Type
 - 9.3.4 Market Breakup by Organization Size

- 9.3.5 Market Breakup by Industry Vertical
- 9.3.6 Key Players
- 9.3.7 Market Forecast (?2026-2034?)
- 9.4 Hoseo (Central Region)
 - 9.4.1 Overview
 - 9.4.2 Historical and Current Market Trends (?2020-2025?)
 - 9.4.3 Market Breakup by Service Type
 - 9.4.4 Market Breakup by Organization Size
 - 9.4.5 Market Breakup by Industry Vertical
 - 9.4.6 Key Players
 - 9.4.7 Market Forecast (?2026-2034?)
- 9.5 Others
 - 9.5.1 Historical and Current Market Trends (?2020-2025?)
 - 9.5.2 Market Forecast (?2026-2034?)

10 SOUTH KOREA STRATEGIC MANAGEMENT MARKET – COMPETITIVE LANDSCAPE

- 10.1 Overview
- 10.2 Market Structure
- 10.3 Market Player Positioning
- 10.4 Top Winning Strategies
- 10.5 Competitive Dashboard
- 10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

- 11.1 Company A
 - 11.1.1 Business Overview
 - 11.1.2 Services Offered
 - 11.1.3 Business Strategies
 - 11.1.4 SWOT Analysis
 - 11.1.5 Major News and Events
- 11.2 Company B
 - 11.2.1 Business Overview
 - 11.2.2 Services Offered
 - 11.2.3 Business Strategies
 - 11.2.4 SWOT Analysis
 - 11.2.5 Major News and Events

11.3 Company C

11.3.1 Business Overview

11.3.2 Services Offered

11.3.3 Business Strategies

11.3.4 SWOT Analysis

11.3.5 Major News and Events

11.4 Company D

11.4.1 Business Overview

11.4.2 Services Offered

11.4.3 Business Strategies

11.4.4 SWOT Analysis

11.4.5 Major News and Events

11.5 Company E

11.5.1 Business Overview

11.5.2 Services Offered

11.5.3 Business Strategies

11.5.4 SWOT Analysis

11.5.5 Major News and Events

12 SOUTH KOREA STRATEGIC MANAGEMENT MARKET - INDUSTRY ANALYSIS

12.1 Drivers, Restraints, and Opportunities

12.1.1 Overview

12.1.2 Drivers

12.1.3 Restraints

12.1.4 Opportunities

12.2 Porters Five Forces Analysis

12.2.1 Overview

12.2.2 Bargaining Power of Buyers

12.2.3 Bargaining Power of Suppliers

12.2.4 Degree of Competition

12.2.5 Threat of New Entrants

12.2.6 Threat of Substitutes

12.3 Value Chain Analysis

13 APPENDIX

I would like to order

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