

Global Brand and Image Strategy Consulting Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Brand and Image Strategy Consulting market size is predicted to grow from US\$ 2423 million in 2025 to US\$ 4701 million in 2032; it is expected to grow at a CAGR of 10.4% from 2026 to 2032.

Brand and image strategy consulting is a high-level consulting service that starts from the overall development goals of an enterprise and systematically plans its brand positioning, core values, target audience, and external image. Its focus is not on specific design and execution, but on clarifying 'who the brand is, for whom it exists, and how it can be recognized and trusted in the long term.' This type of consulting typically covers brand positioning and differentiation strategies, brand architecture and portfolio relationships, core brand narrative, visual and communication principles, and a long-term image management framework. It provides unified and sustainable strategic guidance for subsequent visual design, communication placement, and brand operation, and is a fundamental decision-making process for enterprises when upgrading, reshaping, or expanding internationally.

United States market for Brand and Image Strategy Consulting is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Brand and Image Strategy Consulting is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Brand and Image Strategy Consulting is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Brand and Image Strategy Consulting players cover Interbrand, Landor & Fitch, IDEO, Pentagram, FutureBrand, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the “Brand and Image Strategy Consulting Industry Forecast” looks at past sales and reviews total world Brand and Image Strategy Consulting sales in 2025, providing a comprehensive analysis by region and market sector of projected Brand and Image Strategy Consulting sales for 2026 through 2032. With Brand and Image Strategy Consulting sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Brand and Image Strategy Consulting industry.

This Insight Report provides a comprehensive analysis of the global Brand and Image Strategy Consulting landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Brand and Image Strategy Consulting portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Brand and Image Strategy Consulting market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Brand and Image Strategy Consulting and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Brand and Image Strategy Consulting.

This report presents a comprehensive overview, market shares, and growth opportunities of Brand and Image Strategy Consulting market by product type, application, key players and key regions and countries.

Segmentation by Type:

Corporate Image Consulting

Brand Image Consulting

Personal / Executive Image Consulting

Segmentation by Service Scope:

Brand Positioning & Image Strategy Consulting

Visual Identity System Consulting

Communication & Media Image Consulting

Segmentation by Depth of Engagement:

Strategy-led Image Consulting

Design-led Image Consulting

Segmentation by Application:

Consumer and Retail Sector

Technology and Internet Sector

Industrial and Manufacturing Sector

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Interbrand

Landor & Fitch

IDEO

Pentagram

FutureBrand

Wolff Olins

Siegel+Gale

Studio Dumbar/DEPT

Anagrama

Chermayeff & Geismar & Haviv

DesignStudio

Ogilvy Consulting

Publicis Sapient

McCann Worldgroup

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