

2020-2025 Global Marketing Consulting Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

A marketing consultant is a service that advises companies on market issues, such as product pricing and development, marketing plans and strategies, franchise and licensing programs, and sales forecasts. They provide a detailed analysis of market factors, encouraging customers to improve their business through the lifetime value of their customers, increasing their customer base and leveraging marketing tools. This report elaborates the market size, market characteristics, and market growth of the Marketing Consulting industry, and breaks down according to the type, application, and consumption area of Marketing Consulting. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Marketing Consulting in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Marketing Consulting market covered in Chapter 13:

Oliver Wyman

Oracle

The Boston Consulting

Accenture

KPMG

EY

Roland Berger

A.T. Kearney
McKinsey
Bain
Deloitte Consulting
PwC
Booz Allen Hamilton

In Chapter 6, on the basis of types, the Marketing Consulting market from 2015 to 2025 is primarily split into:

Operations Advisory
Financial Advisory
Strategy And Human Resources

In Chapter 7, on the basis of applications, the Marketing Consulting market from 2015 to 2025 covers:

Automotive
Chemicals
Machine Industry
Metalworking
Fast Moving Consumer Goods
Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)
United States
Canada
Mexico
Europe (Covered in Chapter 9)
Germany
UK

France
Italy
Spain
Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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