

Germany Management and Marketing Consultancy Market Summary, Competitive Analysis, and Forecast, 2017-2026

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Abstracts

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SUMMARY

Management & Marketing Consultancy in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The value of the management & marketing consultancy market in this report has been calculated as the total revenues received for the provision of corporate strategy services, operations management services, information technology solutions, human resource management services and outsourcing services. The other segment includes any revenue accrued through any other service within this industry, i.e., finance & risk services, sales & marketing services, etc.

The German management & marketing consultancy market had total revenues of \$43.9bn in 2021, representing a compound annual growth rate (CAGR) of 4.6% between 2016 and 2021.

The operations management segment was the market's most lucrative in 2021, with total revenues of \$18.0bn, equivalent to 41% of the market's overall value.

Germany has shown continued strong demand for digitization, growth strategy and industry 4.0 services. With this, the market clearly saw a positive development that led to an increase in employment services.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the management & marketing consultancy market in Germany

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the management & marketing consultancy market in Germany

Leading company profiles reveal details of key management & marketing consultancy market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Germany management & marketing consultancy market with five year forecasts

REASONS TO BUY

What was the size of the Germany management & marketing consultancy market by value in 2021?

What will be the size of the Germany management & marketing consultancy market in 2026?

What factors are affecting the strength of competition in the Germany management & marketing consultancy market?

How has the market performed over the last five years?

What are the main segments that make up Germany's management & marketing consultancy market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who were the leading players in 2021?
- 7.2. How are leading players incorporating new technology into their business strategies?
- 7.3. How are leading players responding to the COVID-19 pandemic?

8 COMPANY PROFILES

- 8.1. Deloitte Touche Tohmatsu Limited
- 8.2. KPMG International
- 8.3. Roland Berger Holding GmbH
- 8.4. The Boston Consulting Group

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Germany management & marketing consultancy market value: \$ billion, 2016-21
- Table 2: Germany management & marketing consultancy market category segmentation: % share, by value, 2017-2021
- Table 3: Germany management & marketing consultancy market category segmentation: \$ billion, 2017-2021
- Table 4: Germany management & marketing consultancy market geography segmentation: \$ billion, 2021
- Table 5: Germany management & marketing consultancy market value forecast: \$ billion, 2021-26
- Table 6: Deloitte Touche Tohmatsu Limited: key facts
- Table 7: Deloitte Touche Tohmatsu Limited: Key Employees
- Table 8: Deloitte Touche Tohmatsu Limited: Key Employees Continued
- Table 9: KPMG International: key facts
- Table 10: KPMG International: Key Employees
- Table 11: KPMG International: Key Employees Continued
- Table 12: Roland Berger Holding GmbH: key facts
- Table 13: Roland Berger Holding GmbH: Key Employees
- Table 14: Roland Berger Holding GmbH: Key Employees Continued
- Table 15: The Boston Consulting Group: key facts
- Table 16: The Boston Consulting Group: Key Employees
- Table 17: The Boston Consulting Group: Key Employees Continued
- Table 18: The Boston Consulting Group: Key Employees Continued
- Table 19: The Boston Consulting Group: Key Employees Continued
- Table 20: Germany size of population (million), 2017-21
- Table 21: Germany gdp (constant 2005 prices, \$ billion), 2017-21
- Table 22: Germany gdp (current prices, \$ billion), 2017-21
- Table 23: Germany inflation, 2017-21
- Table 24: Germany consumer price index (absolute), 2017-21
- Table 25: Germany exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

Figure 1: Germany management & marketing consultancy market value: \$ billion, 2016-21

Figure 2: Germany management & marketing consultancy market category segmentation: \$ billion, 2017-2021

Figure 3: Germany management & marketing consultancy market geography segmentation: % share, by value, 2021

Figure 4: Germany management & marketing consultancy market value forecast: \$ billion, 2021-26

Figure 5: Forces driving competition in the management & marketing consultancy market in Germany, 2021

Figure 6: Drivers of buyer power in the management & marketing consultancy market in Germany, 2021

Figure 7: Drivers of supplier power in the management & marketing consultancy market in Germany, 2021

Figure 8: Factors influencing the likelihood of new entrants in the management & marketing consultancy market in Germany, 2021

Figure 9: Factors influencing the threat of substitutes in the management & marketing consultancy market in Germany, 2021

Figure 10: Drivers of degree of rivalry in the management & marketing consultancy market in Germany, 2021

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