

# Management and Marketing Consultancy in France

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## Abstracts

Management and Marketing Consultancy in France

### SUMMARY

Management and Marketing Consultancy in France industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). 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 and 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 and risk services, sales and marketing services.

The French management and marketing consultancy market had total revenues of \$7,075.7m in 2019, representing a compound annual growth rate (CAGR) of 10.4% between 2015 and 2019.

The corporate strategy segment was the market's most lucrative in 2019, with total revenues of \$1,485.9m, equivalent to 21% of the market's overall value.

The French market has been boosted by growing activity in the wider French economy. Real GDP growth rates have been increasing in recent years and in 2016 grew by more than 1% for the first time since 2011.

## 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 France

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

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 France management & marketing consultancy market with five year forecasts

## REASONS TO BUY

What was the size of the France management & marketing consultancy market by value in 2019?

What will be the size of the France management & marketing consultancy market in 2024?

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

How has the market performed over the last five years?

What are the main segments that make up France'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 are the leading players?
- 7.2. How are the leading players adapting to new technology?
- 7.3. Have there been any significant mergers/acquisitions in the last five years?
- 7.4. What is the leading players' response to COVID-19 outbreak?

## **8 COMPANY PROFILES**

- 8.1. Deloitte Touche Tohmatsu Limited
- 8.2. KPMG International
- 8.3. Accenture plc
- 8.4. International Business Machines Corporation

## **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: France management & marketing consultancy market value: \$ million, 2015-19

Table 2: France management & marketing consultancy market category segmentation: \$ million, 2019

Table 3: France management & marketing consultancy market geography segmentation: \$ million, 2019

Table 4: France management & marketing consultancy market value forecast: \$ million, 2019-24

Table 5: Deloitte Touche Tohmatsu Limited: key facts

Table 6: Deloitte Touche Tohmatsu Limited: Key Employees

Table 7: Deloitte Touche Tohmatsu Limited: Key Employees Continued

Table 8: KPMG International: key facts

Table 9: KPMG International: Key Employees

Table 10: KPMG International: Key Employees Continued

Table 11: KPMG International: Key Employees Continued

Table 12: KPMG International: Key Employees Continued

Table 13: Accenture plc: key facts

Table 14: Accenture plc: Annual Financial Ratios

Table 15: Accenture plc: Key Employees

Table 16: Accenture plc: Key Employees Continued

Table 17: International Business Machines Corporation: key facts

Table 18: International Business Machines Corporation: Annual Financial Ratios

Table 19: International Business Machines Corporation: Key Employees

Table 20: International Business Machines Corporation: Key Employees Continued

Table 21: France size of population (million), 2015-19

Table 22: France gdp (constant 2005 prices, \$ billion), 2015-19

Table 23: France gdp (current prices, \$ billion), 2015-19

Table 24: France inflation, 2015-19

Table 25: France consumer price index (absolute), 2015-19

Table 26: France exchange rate, 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: France management & marketing consultancy market value: \$ million, 2015-19

Figure 2: France management & marketing consultancy market category segmentation: % share, by value, 2019

Figure 3: France management & marketing consultancy market geography segmentation: % share, by value, 2019

Figure 4: France management & marketing consultancy market value forecast: \$ million, 2019-24

Figure 5: Forces driving competition in the management & marketing consultancy market in France, 2019

Figure 6: Drivers of buyer power in the management & marketing consultancy market in France, 2019

Figure 7: Drivers of supplier power in the management & marketing consultancy market in France, 2019

Figure 8: Factors influencing the likelihood of new entrants in the management & marketing consultancy market in France, 2019

Figure 9: Factors influencing the threat of substitutes in the management & marketing consultancy market in France, 2019

Figure 10: Drivers of degree of rivalry in the management & marketing consultancy market in France, 2019

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