

# Management and Marketing Consultancy in Germany - Market Summary, Competitive Analysis and Forecast to 2025

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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 2016-20, and forecast to 2025). 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 and marketing consultancy market had total revenues of \$39,108.9m in 2020, representing a compound annual growth rate (CAGR) of 4.6% between 2016 and 2020.

The operations management segment was the market's most lucrative in 2020, with total revenues of \$15,839.1m, equivalent to 40.5% of the market's overall

value.

Germany's economic outlook is forecast to vastly improve over the next couple of years, with GDP growth rebounding to 3.5% in 2021. This could benefit the management and marketing consultancy market as a stable economic climate is likely to increase consumer confidence and financial liquidity, boosting demand for such 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 2020?

What will be the size of the Germany management & marketing consultancy market in 2025?

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?

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