

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

<https://marketpublishers.com/r/M316F9281AB3EN.html>

Date: July 2021

Pages: 44

Price: US\$ 350.00 (Single User License)

ID: M316F9281AB3EN

## Abstracts

Management and Marketing Consultancy in Italy - Market @Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Management & Marketing Consultancy in Italy 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 Italian management and marketing consultancy market had total revenues of \$4,882.2m in 2020, representing a compound annual growth rate (CAGR) of 2.9% between 2016 and 2020.

The information technology segment was the market's most lucrative in 2020, with total revenues of \$1,083.9m, equivalent to 22.2% of the market's overall

value.

The Italian management and marketing consultancy market has been adversely impacted by the COVID-19 pandemic, which has disrupted economic growth in the country and contributed to reduced demand for consultancy services. However, the economy is expected to rebound strongly in 2021, providing a more optimistic outlook for the future of the market.

## **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 Italy

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

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 Italy management & marketing consultancy market with five year forecasts

## **REASONS TO BUY**

What was the size of the Italy management & marketing consultancy market by value in 2020?

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

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

How has the market performed over the last five years?

What are the main segments that make up Italy'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 2020?
- 7.2. How are leading players adapting to new technology?
- 7.3. What has been the rationale behind recent M&A activity?
- 7.4. How have leading players responded to the COVID-19 pandemic?

## **8 COMPANY PROFILES**

- 8.1. Deloitte Touche Tohmatsu Limited
- 8.2. KPMG International
- 8.3. Ernst & Young Global Ltd
- 8.4. PricewaterhouseCoopers International Ltd

## **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

## **12. LIST OF TABLES**

Table 1: Italy management & marketing consultancy market value: \$ million, 2016-20

Table 2: Italy management & marketing consultancy market category segmentation: \$ million, 2020

Table 3: Italy management & marketing consultancy market geography segmentation: \$ million, 2020

Table 4: Italy management & marketing consultancy market value forecast: \$ million, 2020-25

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: Ernst & Young Global Ltd: key facts  
Table 13: Ernst & Young Global Ltd: Key Employees  
Table 14: Ernst & Young Global Ltd: Key Employees Continued  
Table 15: Ernst & Young Global Ltd: Key Employees Continued  
Table 16: PricewaterhouseCoopers International Ltd: key facts  
Table 17: PricewaterhouseCoopers International Ltd: Key Employees  
Table 18: PricewaterhouseCoopers International Ltd: Key Employees Continued  
Table 19: Italy size of population (million), 2016-20  
Table 20: Italy gdp (constant 2005 prices, \$ billion), 2016-20  
Table 21: Italy gdp (current prices, \$ billion), 2016-20  
Table 22: Italy inflation, 2016-20  
Table 23: Italy consumer price index (absolute), 2016-20  
Table 24: Italy exchange rate, 2016-20

## 12. LIST OF FIGURES

Figure 1: Italy management & marketing consultancy market value: \$ million, 2016-20  
Figure 2: Italy management & marketing consultancy market category segmentation: % share, by value, 2020  
Figure 3: Italy management & marketing consultancy market geography segmentation: % share, by value, 2020  
Figure 4: Italy management & marketing consultancy market value forecast: \$ million, 2020-25  
Figure 5: Forces driving competition in the management & marketing consultancy market in Italy, 2020  
Figure 6: Drivers of buyer power in the management & marketing consultancy market in Italy, 2020  
Figure 7: Drivers of supplier power in the management & marketing consultancy market in Italy, 2020  
Figure 8: Factors influencing the likelihood of new entrants in the management & marketing consultancy market in Italy, 2020  
Figure 9: Factors influencing the threat of substitutes in the management & marketing consultancy market in Italy, 2020  
Figure 10: Drivers of degree of rivalry in the management & marketing consultancy market in Italy, 2020

## I would like to order

Product name: Management and Marketing Consultancy in Italy - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/M316F9281AB3EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M316F9281AB3EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

