

Management & Marketing Consultancy in Asia-Pacific



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INTRODUCTION

Management & Marketing Consultancy in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market size (value 2010-14, and forecast to 2019). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market. Essential resource for top-line data and analysis covering the Asia-Pacific management & marketing consultancy market. Includes market size data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

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. Other is any revenue accrued through any other service within this industry.
- The Asia-Pacific management & marketing consultancy market is expected to generate total revenues of \$31.9bn in 2014, representing a compound annual growth rate (CAGR) of 2.6% between 2010 and 2014.
- The information technology segment is expected to be the market's most lucrative in 2014, with total revenues of \$9.7bn, equivalent to 30.4% of the market's overall value.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 3.8% for the five-year period 2014 - 2019, which is expected to drive the market to a value of \$38.5bn by the end of 2019.

FEATURES

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the management & marketing consultancy market in Asia-Pacific
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the management & marketing consultancy market in Asia-Pacific
- 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 Asia-Pacific management & marketing consultancy market with five year forecasts
- Macroeconomic indicators provide insight into general trends within the Asia-Pacific economy

KEY QUESTIONS ANSWERED

- What was the size of the Asia-Pacific management & marketing consultancy market by value in 2014?
- What will be the size of the Asia-Pacific management & marketing consultancy market in 2019?
- What factors are affecting the strength of competition in the Asia-Pacific management & marketing consultancy market?
- How has the market performed over the last five years?

Table of Content

Executive Summary
Market value
Market value forecast
Category segmentation
Geography segmentation
Market rivalry
Market Overview
Market definition
Market analysis
Market Data
Market value
Market Segmentation
Category segmentation
Geography segmentation
Market Outlook
Market value forecast
Five Forces Analysis
Summary
Buyer power
Supplier power
New entrants
Threat of substitutes
Degree of rivalry
Leading Companies
Accenture plc
Deloitte Touche Tohmatsu Limited
IBM Global Services
KPMG International
Appendix
Methodology
Industry associations
Related MarketLine research

LIST OF TABLES

Table: Asia-Pacific management & marketing consultancy market value: \$ million
Table: Asia-Pacific management & marketing consultancy market category segmentation: \$ million,
Table: Asia-Pacific management & marketing consultancy market geography segmentation: \$ million,
Table: Asia-Pacific management & marketing consultancy market value forecast: \$ million
Table: Accenture plc: key facts
Table: Accenture plc: key financials (\$)
Table: Accenture plc: key financial ratios
Table: Deloitte Touche Tohmatsu Limited: key facts
Table: IBM Global Services: key facts
Table: KPMG International: key facts

LIST OF FIGURES

Figure: Asia-Pacific management & marketing consultancy market value: \$ million
Figure: Asia-Pacific management & marketing consultancy market category segmentation: % share, by value,
Figure: Asia-Pacific management & marketing consultancy market geography segmentation: % share, by

value,

Figure: Asia-Pacific management & marketing consultancy market value forecast: \$ million

Figure: Forces driving competition in the management & marketing consultancy market in Asia-Pacific,

Figure: Drivers of buyer power in the management & marketing consultancy market in Asia-Pacific,

Figure: Drivers of supplier power in the management & marketing consultancy market in Asia-Pacific,

Figure: Factors influencing the likelihood of new entrants in the management & marketing consultancy market in Asia-Pacific,

Figure: Factors influencing the threat of substitutes in the management & marketing consultancy market in Asia-Pacific,

Figure: Drivers of degree of rivalry in the management & marketing consultancy market in Asia-Pacific,

Figure: Accenture plc: revenues & profitability

Figure: Accenture plc: assets & liabilities

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