

# United States of America (USA) Management and Marketing Consultancy Market Summary, Competitive Analysis, and Forecast, 2017-2026

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## Abstracts

United States of America (USA) Management and Marketing Consultancy Market Summary, Competitive Analysis, and Forecast, 2017-2026

### SUMMARY

Management & Marketing Consultancy in the United States 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 US management & marketing consultancy market had total revenues of \$182.3bn in 2021, representing a compound annual growth rate (CAGR) of 0.9% between 2016 and 2021.

The corporate strategy segment was the market's most lucrative in 2021, with

total revenues of \$57.2bn, equivalent to 31.4% of the market's overall value.

The pandemic severely stunted the economy in 2020, leading to decline in this market as companies tightened their belts and reduced spend on services such as consultancy.

## 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 the United States

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

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 United States management & marketing consultancy market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up the United State'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 adapting to new technology?
- 7.3. How have leading players adapted to new technologies?
- 7.4. How are leading players responding to the COVID-19 pandemic?

## **8 COMPANY PROFILES**

- 8.1. Deloitte Touche Tohmatsu Limited
- 8.2. PricewaterhouseCoopers International Ltd
- 8.3. Ernst & Young Global Ltd
- 8.4. McKinsey & Company, Inc.
- 8.5. 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: United States management & marketing consultancy market value: \$ billion, 2016-21

Table 2: United States management & marketing consultancy market category segmentation: % share, by value, 2016-2021

Table 3: United States management & marketing consultancy market category segmentation: \$ billion, 2016-2021

Table 4: United States management & marketing consultancy market geography segmentation: \$ billion, 2021

Table 5: United States 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: PricewaterhouseCoopers International Ltd: key facts

Table 10: PricewaterhouseCoopers International Ltd: Key Employees

Table 11: Ernst & Young Global Ltd: key facts

Table 12: Ernst & Young Global Ltd: Key Employees

Table 13: Ernst & Young Global Ltd: Key Employees Continued

Table 14: Ernst & Young Global Ltd: Key Employees Continued

Table 15: McKinsey & Company, Inc.: key facts

Table 16: McKinsey & Company, Inc.: Key Employees

Table 17: The Boston Consulting Group: key facts

Table 18: The Boston Consulting Group: Key Employees

Table 19: The Boston Consulting Group: Key Employees Continued

Table 20: The Boston Consulting Group: Key Employees Continued

Table 21: The Boston Consulting Group: Key Employees Continued

Table 22: United States size of population (million), 2017-21

Table 23: United States gdp (constant 2005 prices, \$ billion), 2017-21

Table 24: United States gdp (current prices, \$ billion), 2017-21

Table 25: United States inflation, 2017-21

Table 26: United States consumer price index (absolute), 2017-21

Table 27: United States exchange rate, 2017-21

## List Of Figures

### LIST OF FIGURES

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

Figure 2: United States management & marketing consultancy market category segmentation: \$ billion, 2016-2021

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

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

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

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

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

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

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

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

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