

Brand Portfolio Consulting Service Market, Global Outlook and Forecast 2022-2028

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Abstracts

Brand portfolio strategy aims to maximize market coverage and minimize brand overlap through the effective creation, deployment, and management of multiple brands within a company. It serves as an inward-facing tool for the organization to ensure that the company's brands are effectively targeting all key segments within the marketplace, working together to maximize sales rather than competing against one another for customers' attention.

This report contains market size and forecasts of Brand Portfolio Consulting Service in Global, including the following market information:

Global Brand Portfolio Consulting Service Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Brand Portfolio Consulting Service market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Brand Consulting Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Brand Portfolio Consulting Service include Canon, Satrix Solutions, KPMG, McKinsey, Alphabridge, Skaled, Radford, Aarialife

Technologies Inc and ATG Consulting, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Brand Portfolio Consulting Service companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Brand Portfolio Consulting Service Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Brand Portfolio Consulting Service Market Segment Percentages, by Type, 2021 (%)

Brand Consulting

Marketing Consulting

Global Brand Portfolio Consulting Service Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Brand Portfolio Consulting Service Market Segment Percentages, by Application, 2021 (%)

Large Enterprises

Small and Medium-sized Enterprises (SMEs)

Global Brand Portfolio Consulting Service Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Brand Portfolio Consulting Service Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Brand Portfolio Consulting Service revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Brand Portfolio Consulting Service revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Canon

Satrix Solutions

KPMG

McKinsey

Alphabridge

Skaled

Radford

Aarialife Technologies Inc

ATG Consulting

Clozer

GLG

National Business Research

Oliver Wyman

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