

# **Strategy Advisory Market Outlook 2025-2034: Market Share, and Growth Analysis By Services (Corporate Strategy, Business Model Transformation, Economic Policy, Mergers & Acquisitions, Organizational Strategy, Functional Strategy, Strategy & Operations, Digital Strategy), By Organization Size (Large Enterprise, Small and Medium Enterprise), By End-User**

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## **Abstracts**

The Strategy Advisory Market is valued at USD 140.9 billion in 2025 and is projected to grow at a CAGR of 6.2% to reach USD 242.1 billion by 2034. The strategy advisory market is a crucial component of the broader consulting industry, offering expert guidance to organizations looking to improve their business performance, navigate market challenges, and achieve long-term objectives. Strategy advisory services typically involve a range of activities, including corporate strategy development, market entry planning, competitive analysis, mergers and acquisitions (M&A), organizational restructuring, and risk management. With businesses facing increasing complexity in their operations and external market conditions, strategy advisors play a vital role in helping organizations align their business models with evolving market dynamics. The demand for strategy advisory services is driven by the need for organizations to gain a competitive edge, manage risks effectively, and optimize business growth opportunities. As industries undergo digital transformation and global competition intensifies, the role of strategy advisors has become more significant, particularly in providing actionable insights to drive innovation, operational efficiency, and sustainable growth. Additionally, the increasing pace of technological disruption and the growing emphasis on sustainability have led many companies to seek strategic guidance to navigate these

challenges effectively. The strategy advisory market experienced significant growth, driven by the increasing complexity of business operations, globalization, and digitalization. As organizations faced challenges related to adapting to new technologies, regulatory changes, and competitive pressures, the demand for external expertise grew. Strategy advisory firms played a crucial role in helping companies develop strategies to leverage digital technologies, including artificial intelligence (AI), machine learning, and big data, to enhance business operations and improve decision-making. The rise of sustainability and environmental, social, and governance (ESG) considerations also shaped the market, as businesses increasingly sought strategic advice on integrating these factors into their core business strategies. Furthermore, the M&A landscape saw continued activity, with strategy advisors providing valuable support in identifying potential targets, conducting due diligence, and helping clients navigate complex regulatory frameworks. However, competition in the strategy advisory market intensified, with boutique firms offering specialized expertise and larger consulting firms expanding their service offerings to cater to the growing demand for strategic guidance across various sectors. The strategy advisory market is expected to continue expanding as organizations increasingly rely on external expertise to adapt to the rapidly changing business landscape. Technological advancements, such as AI-driven insights and automation, are expected to drive further innovation in the strategy advisory sector, enabling firms to provide more accurate, real-time recommendations to clients. The market will also see continued growth in the demand for sustainability-focused advisory services, as businesses integrate ESG principles into their long-term strategies and seek to enhance their social and environmental impact. Additionally, with the increasing focus on digital transformation, strategy advisors will play a crucial role in guiding organizations through the complexities of integrating new technologies and optimizing business processes. The growing importance of cybersecurity, risk management, and resilience in the face of global disruptions will also drive demand for strategy advisory services. However, challenges such as the need to adapt to a rapidly changing market environment, the increasing reliance on data-driven insights, and the potential for economic downturns may present obstacles to growth in the market.

## Key Insights Strategy Advisory Market

Increased focus on digital transformation, with businesses seeking guidance on integrating emerging technologies like AI, machine learning, and automation into their strategies.

Growing demand for sustainability and ESG advisory services, with companies integrating environmental and social considerations into their core business

strategies.

Expansion of M&A activity, with strategy advisors helping clients identify potential targets and navigate complex regulatory environments.

Rise of specialized boutique consulting firms offering niche expertise, competing with larger, more diversified firms for market share.

Increased reliance on data-driven insights, with firms leveraging big data and advanced analytics to provide more accurate, real-time strategic recommendations.

The growing complexity of business environments, driven by technological disruptions, globalization, and competitive pressures, increasing demand for expert guidance.

The need for businesses to leverage emerging technologies, such as AI and big data, to improve operational efficiency and enhance decision-making.

The rising importance of sustainability and ESG factors, with businesses seeking strategic advice on integrating these considerations into their long-term business models.

The continued expansion of M&A activity, which drives demand for strategy advisors to assist with identifying targets, conducting due diligence, and managing risks during acquisitions.

Intense competition from both large, established consulting firms and smaller boutique advisory firms, making it challenging for companies to differentiate themselves and capture market share.

## Strategy Advisory Market Segmentation

### By Services

Corporate Strategy

Business Model Transformation

Economic Policy

Mergers & Acquisitions

Organizational Strategy

Functional Strategy

Strategy & Operations

Digital Strategy

#### By Organization Size

Large Enterprise

Small and Medium Enterprise

#### By End-User

IT & Telecommunication

Healthcare

BFSI

Retail

Manufacturing

Other End-Users

#### Key Companies Analysed

Dell Technologies Inc.

Deloitte Touche Tohmatsu Limited

Accenture plc

IBM Corporation

PricewaterhouseCoopers International Limited

Ernst & Young Ltd.

KPMG International Limited

Fujitsu Ltd.

Capgemini SE

Tata Consultancy Services Limited

Infosys Limited

The Boston Consulting Group

McKinsey & Company

Booz & Co.

Grant Thornton International

Gartner Inc.

Bain & Company

FTI Consulting

Oliver Wyman Group

Mercer LLC

ZS Associates

A.T. Kearney Inc.

Huron Consulting Group

Roland Berger Group

Simon-Kucher & Partners

L.E.K. Consulting

AlixPartners

HCL Technologies Limited

The Bridgespan Group

Neo-concept (BVI) Limited

### Strategy Advisory Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

### Strategy Advisory Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers &

acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

## Countries Covered

North America — Strategy Advisory market data and outlook to 2034

United States

Canada

Mexico

Europe — Strategy Advisory market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Strategy Advisory market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Strategy Advisory market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Strategy Advisory market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Strategy Advisory value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Strategy Advisory industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Strategy Advisory Market Report

Global Strategy Advisory market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Strategy Advisory trade, costs, and supply chains

Strategy Advisory market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Strategy Advisory market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Strategy Advisory market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Strategy Advisory supply chain analysis

Strategy Advisory trade analysis, Strategy Advisory market price analysis, and Strategy Advisory supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Strategy Advisory market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

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