

# Japan Strategy Consulting Market: Current Analysis and Forecast (2025-2033)

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## Abstracts

Strategy consulting is a subset of management consulting that concerns the provision of high-value advice to an organization to facilitate decision-making that determines the long-term business goals and competitiveness of an organization. It consists of examining complex business issues, creating growth opportunities, performing better operations, and leading corporate change. Strategy consultants collaborate with the senior executives to create and execute corporate initiatives touching on market entry, mergers and acquisitions, innovation, and digital transformation, as well as performance improvement. Integrating knowledge of the industry, the analytics of data, and the problem-solving processes, strategy consulting helps firms to deal with transitioning market circumstances, undefined conditions, and produce reachable growth in the highly competitive business conditions of the world.

The Japan Strategy Consulting market is set to show a growth rate of about 5.8% during the forecast period (2025- 2033F). The Japanese strategy consulting market is also in a state of rapid change as both political and economic factors within and outside the country are shifting corporate focus. As more emphasis is placed on digital transformation, ESG alignment, and international expansion, the need to have high levels of strategic advisory across the board (manufacturing, financial services, healthcare, and logistics) has grown exponentially. With an aging population, slow growth, and a need to innovate, strategy consulting has left the back room of corporate governance and become an essential driver of change and competitiveness. Principal cities such as Tokyo, Osaka, and Nagoya are contributing to consulting-led changes, with global and boutique firms widening their services. With companies reorganizing their operating model and growth strategies, the consulting industry is enjoying a surging interest in local, technology-backed, and data-based advice.

On the basis of application, the market can be categorized into mergers & acquisitions, corporate strategy, business model transformation, economic policy, organizational strategy, and others. Among these, mergers & acquisitions and corporate strategies have occupied a monopoly position in the market because of the improved cross-border penetration, organization mergers, and governance reforms efforts. Such services are much desired by Japanese corporations, which want to cope with long-run regulatory conditions, maximize returns, and adhere to trends in the global market. There is also an uptake of M&A consulting by SMEs who are out to employ exit strategies or alliances with overseas firms.

The Japanese strategy consulting industry is segmented on the basis of type into large enterprises, medium and small enterprises. Among these, the large businesses have taken a huge share of the market. The main drivers of the increase in the market are the high number of businesses brought by large corporations, the constant investment in digitalizing business, globalization, and ESG projects. Moreover, complex organization and cross-border business are common to big companies, so they need constant strategic input to keep them competitive and compliant. They also have greater consulting budgets and long-term association with the best firms that produce market dominance.

On the basis of vertical, Japan's strategy consulting market is divided into IT & Telecommunications, healthcare, BFSI, retail, manufacturing & other sectors. Amongst them, the IT & Telecommunications segment has been having a leading market share, which is ascribed to the process of rapid digitalization in Japan, the place of implementation of a high number of 5G networks, and the increase in popularity of cloud, AI, and cybersecurity services. The latter industries need strategic offers at all times to stay competitive, become more innovative, and handle regulatory challenges. Further, owing to the demand for agile and Tech-enabled consulting services by tech companies amidst an endeavor towards regional growth and digital platform consolidation, their market domination is observed to increase extensively.

Some major players running in the market include Accenture, L.E.K. Consulting, Oliver Wyman, Mitsubishi UFJ Research & Consulting, PwC Advisory, Ernst & Young Advisory, Deloitte Consulting, Nomura Research Institute, McKinsey & Company, and A.T. Kearney.

## Contents

### **1 MARKET INTRODUCTION**

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

### **2 RESEARCH METHODOLOGY OR ASSUMPTION**

- 2.1. Research Process of the Japan Strategy Consulting Market
- 2.2. Research Methodology of the Japan Strategy Consulting Market
- 2.3. Respondent Profile

### **3 EXECUTIVE SUMMARY**

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
  - 3.2.1. Market Growth Intensity

### **4 MARKET DYNAMICS**

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. PESTEL Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
  - 4.7.1. Collaboration & Investment Scenario
  - 4.7.2. Industry Insights: Leading Startups and Their Unique Strategies

### **5 PRICING ANALYSIS**

- 5.1. Price Influencing Factors

### **6 JAPAN STRATEGY CONSULTING MARKET REVENUE (USD MN), 2023-2033F**

## **7 MARKET INSIGHTS BY APPLICATION**

- 7.1. Merger & Acquisition
- 7.2. Corporate Strategy
- 7.3. Business Model Transformation
- 7.4. Economic Policy
- 7.5. Organizational Strategy
- 7.6. Others

## **8 MARKET INSIGHTS BY TYPE**

- 8.1. Large Enterprises
- 8.2. Medium and Small Enterprises

## **9 MARKET INSIGHTS BY VERTICAL**

- 9.1. IT & Telecommunication
- 9.2. Healthcare
- 9.3. BFSI
- 9.4. Retail
- 9.5. Manufacturing & Others

## **10 VALUE CHAIN ANALYSIS**

- 10.1. Marginal Analysis
- 10.2. List of Market Participants

## **11 COMPETITIVE LANDSCAPE**

- 11.1. Competition Dashboard
- 11.2. Competitor Market Positioning Analysis
- 11.3. Porter Five Forces Analysis

## **12 COMPANY PROFILES**

- 12.1. Accenture
  - 12.1.1. Company Overview
  - 12.1.2. Key Financials
  - 12.1.3. SWOT Analysis

- 12.1.4. Product Portfolio
- 12.1.5. Recent Developments
- 12.2. L.E.K. Consulting
- 12.3. Oliver Wyman
- 12.4. Mitsubishi UFJ Research & Consulting
- 12.5. PwC Advisory
- 12.6. Ernst & Young Advisory
- 12.7. Deloitte Consulting
- 12.8. Nomura Research Institute
- 12.9. McKinsey & Company
- 12.10. A.T. Kearney

## **13 ACRONYMS & ASSUMPTION**

## **14 ANNEXURE**

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