

## **Italy Management and Marketing Consultancy Market Summary, Competitive Analysis, and Forecast, 2017-2026**

Industry Report | 2022-09-08 | 42 pages | MarketLine

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### **Report description:**

Italy Management and Marketing Consultancy Market Summary, Competitive Analysis, and Forecast, 2017-2026

#### Summary

Management & Marketing Consultancy in Italy 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 Italian management & marketing consultancy market had total revenues of \$5.8bn in 2021, representing a compound annual growth rate (CAGR) of 4.7% between 2016 and 2021.
- The information technology segment was the market's most lucrative in 2021, with total revenues of \$1.3bn, equivalent to 22% of the market's overall value.
- The Italian management and marketing consultancy market was adversely impacted by the COVID-19 pandemic, which has disrupted economic growth in the country and contributed to reduced demand for consultancy services.

#### Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the management & marketing consultancy market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the management & marketing consultancy market in Italy
- 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 Italy management & marketing consultancy market with five year forecasts

#### Reasons to Buy

- What was the size of the Italy management & marketing consultancy market by value in 2021?
- What will be the size of the Italy management & marketing consultancy market in 2026?
- What factors are affecting the strength of competition in the Italy management & marketing consultancy market?
- How has the market performed over the last five years?
- What are the main segments that make up Italy's management & marketing consultancy market?

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