

Management & Marketing Consultancy in the United States

Industry Report | 2024-03-15 | 42 pages | MarketLine

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Report description:

Management & Marketing Consultancy in the United States

Summary

Management & Marketing Consultancy in the United States industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The market value includes revenue generated by the market players from corporate strategy services, operations management services, information technology solutions, and human resource management services. The other segment includes revenue accrued from functional strategy services, economic policy services, and sales and marketing services.
- The US management & marketing consultancy market recorded revenues of \$205,652.5 million in 2023, representing a compound annual growth rate (CAGR) of 2% between 2018 and 2023.
- The operations management segment accounted for the market's largest proportion in 2023, with total revenues of \$58,594.7 million, equivalent to 28.5% of the market's overall value.
- According to in-house research, the US accounted for a share of 52.5% of the global management & marketing consultancy market in 2023.

Scope

- Save time carrying out entry-level research by identifying the size, growth, 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 &

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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 by both value and volume

Reasons to Buy

- What was the size of the United States management & marketing consultancy market by value in 2023?
- What will be the size of the United States management & marketing consultancy market in 2028?
- 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?
- How large is the United States's management & marketing consultancy market in relation to its regional counterparts?

Table of Contents:

Table of 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 are the leading players in the market?
- 7.2. What are the strengths of leading players?
- 7.3. How have leading players adapted to new technologies?

8 Company Profiles

- 8.1. Deloitte Touche Tohmatsu Limited
- 8.2. McKinsey & Company, Inc.

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8.3. PricewaterhouseCoopers International Ltd

8.4. Ernst & Young Global Ltd

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

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