

## **Management & Marketing Consultancy in Germany**

Industry Report | 2024-03-15 | 45 pages | MarketLine

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### **Report description:**

Management & Marketing Consultancy in Germany

#### Summary

Management & Marketing Consultancy in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 German management & marketing consultancy market recorded revenues of \$48,418.1 million in 2023, representing a compound annual growth rate (CAGR) of 4.3% between 2018 and 2023.
- The operations management segment accounted for the market's largest proportion in 2023, with total revenues of \$16,245 million, equivalent to 33.6% of the market's overall value.
- According to in-house research, Germany accounted for a share of 12.3% of the global management & marketing consultancy market in 2023.

#### Scope

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

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marketing consultancy market in Germany

- 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 Germany management & marketing consultancy market with five year forecasts

Reasons to Buy

- What was the size of the Germany management & marketing consultancy market by value in 2023?
- What will be the size of the Germany management & marketing consultancy market in 2028?
- What factors are affecting the strength of competition in the Germany management & marketing consultancy market?
- How has the market performed over the last five years?
- What are the main segments that make up Germany's management & marketing consultancy market?

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