

North America Strategic Consulting - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The North America Strategic Consulting Market is expected to register a CAGR of 7.2% during the forecast period.

Key Highlights

- Rapid digitalization and other factors have made business sectors more competitive, and technology developments and ground-breaking innovations drive the North American market for strategic consulting. Smaller companies that introduce disruptive innovations have earned the name "market disruptors" because they provide problems for the operations of larger companies. Simply said, today's corporate environment is defined by fierce rivalry. Every company nowadays works extremely hard to survive and obtain a competitive edge over its rivals.
- As former consultants swell the ranks of their former clients, traditional strategy consulting has grown increasingly commodified in recent years. Many large corporations have established their internal consulting practices, including MasterCard and Pfizer. These practices typically have a much better understanding of their operations, which helps lessen their reliance on outside consultants.
- Nevertheless, customers have historically had difficulty putting their management consultants' strategies into practice. Many projects suggested by consultants don't produce the outcomes that were previously anticipated. This is due to several factors, including the recommendations being too challenging to implement and a lack of skill and motivation to drive the implementation.
- The pandemic has highlighted the importance of strategic planning, emergency preparedness, and scenario development. In an effort to provide their consumers with a superior level of service, clients are increasingly preparing to share their risks through strategic partnerships with consultants. In order to operate a scalable business model, such as a subscription service, such collaborations would necessitate consulting firms to create specific business models. This would make it possible for consultants to give their customers more flexible and tailored services. Digital projects have also increased in frequency and demand as a result of COVID. The labor-intensive business consultancy industry is increasingly being digitalized in order to advance. Large

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amounts of data need to be processed and analyzed, and tools like Looker, Tableau, Microsoft Power BI, Qlik, SAS, and Domo assist in this process.

- These elements have compelled strategy consulting businesses to remake themselves, integrating digital as a fundamental component of their offerings rather than just traditional strategy and extending their services to include the implementation of strategies. In order to succeed in the era of "digital transformation," consulting firms need to be strong in the three areas of strategy, technology, and implementation.

North America Strategic Consulting Market Trends

Healthcare Industry to drive the Market

- The treatment and care of patients is the main focus of the healthcare industry. However, the logistical and operational aspects of the healthcare sector are also a major subject of interest, just like in many other businesses. As a result, it's critical that the healthcare industry has the newest technologies for managing the industry. Healthcare consulting includes guidance and recommendations on enhancing the external and internal workings of healthcare facilities, networks, and suppliers. It is a way to organise the vast majority of tasks that need to be completed in testing and healthcare.
- The global market for healthcare strategic consulting is being driven by the desire to optimize the operational dynamics of the healthcare sector. The effective administration and training of employees and practitioners play a significant role in the healthcare sector's efficiency. This is a significant driver of the global market for healthcare consulting services. In the near future, the introduction of innovative methods to manage the healthcare sector better is predicted to further fuel the market for healthcare consulting services worldwide.
- The COVID-19 pandemic is currently causing problems for people all around the world. Pneumonia, acute and severe respiratory conditions, multiple organ failure, and in extreme situations, death, are all caused by this illness. The elderly are more vulnerable to COVID-19. For assistance in navigating Health and Human Services (HHS) guidance and other information sources relating to Provider Relief Funds (PRF) reporting requirements, healthcare consulting services offer COVID-19 consulting services. As a result, the need for strategic planning and healthcare consulting services is rising due to the pandemic.
- According to Our World in Data, it has caused 87,092,233 confirmed cases and 1,016,208 total deaths in the United States alone. In terms of fatalities, the COVID-19 pandemic tops the list of disasters in the US; it was the third-leading cause of death there in 2020, after heart disease and cancer.
- Investments in modernising healthcare infrastructure are being made heavily in the United States and Canada, which will probably expand access to healthcare. The need for all kinds of healthcare consulting services is anticipated to rise as a result. The country's rising incidence of chronic diseases including cancer and diabetes presents a wide range of prospects in the international market for healthcare strategic consulting services.

Rapid Digitalization to drive the Market

- Rapid advances in technology and ground-breaking inventions are fueling the North American strategy consulting market, which has increased competitiveness in business sectors. Smaller companies that introduce disruptive innovations have earned the name "market disruptors" because they provide problems for the operations of larger companies.
- The COVID-19 pandemic has spurred firms to quickly digitize their operations, which has increased productivity in the US. Annualized growth in output per hour has increased since the start of the health crisis. The strategic decisions made in these uncertain times about remote work, product launches, mergers, and acquisitions have raised the demand for strategic consulting. Such services will still be available in the post-pandemic situation as businesses plan to roll back, assisting them in developing

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sound strategies and future-oriented decisions.

- In November 2021, the Biden-Harris administration is announcing more American Rescue Plan expenditures to assist in ensuring that every American has access to low-cost, high-speed internet. Along with recent announcements to cut the cost of high-speed internet for tens of millions of American households, the American Rescue Plan financing is an addition to the USD 65 billion investment in high-speed Internet access under the Bipartisan Infrastructure Law.
- In March 2022, the Canada Digital Adoption Program (CDAP), introduced by the prime minister Justin Trudeau, will assist Canadian small and medium-sized businesses in expanding their online presence and updating or implementing digital technologies. Up to 160,000 small businesses will receive support from this investment, which will give USD 4 billion over four years, and thousands of good middle-class jobs will be created across the nation, including positions for young Canadians.
- In April 2022, Real-Time Rail (RTR), a new real-time payments system that will enable Canadians to initiate payments and receive irrevocable funds in seconds, will be implemented with the help of a strategic partnership between Tata Consultancy Services (TCS) and Payments Canada, the nation's largest payment organisation.
- To assist Payments Canada in developing and implementing an integration roadmap for the RTR, TCS will draw on its in-depth expertise in the Canadian payments sector and broad experience in designing and operating sizable payment systems for its Canadian financial services clients. A thorough end-to-end industry assurance programme that will holistically validate the solution for the RTR deployment will be planned and executed by TCS with the aid of its solutions for quality engineering and participant engagement.

North America Strategic Consulting Industry Overview

Due to the presence of numerous industries, the North America Strategic Consulting Market is fragmented, and in the approaching years, the industry's competitive dynamics are anticipated to evolve. A.T. Kearney, Inc., Accenture PLC, Deloitte Touche Tohmatsu Limited, Bain & Company, Ernst & Young Ltd., KPMG, McKinsey & Company, Mercer LLC, The Boston Consulting Group, and PwC are a few of the organizations operating in the strategy consulting sector.

- June 2021 - Exton Consulting, a French consulting company that supports financial services clients across Europe with strategy and business management, has entered into an agreement to be acquired by Accenture.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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