

Global Corporate Identity Design Market Overview And Statistic For 2024-2033

The Business Research Company has updated its global market reports with latest data for 2024 and projections up to 2033

LONDON, GREATER LONDON, UK, July 22, 2024 /EINPresswire.com/ -- The [global corporate identity design market](#)

is projected to grow from \$7.57 billion

in 2023 to \$8.62 billion in 2024, at a CAGR of 13.7%. This growth in the historic period is driven by rising demand for effective brand communication, the expansion of global businesses, the need for consistent brand representation, increased demand for corporate branding services from small and medium enterprises, and growing demands in emerging countries. Despite challenges,



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the market is expected to reach \$14.57 billion by 2028 at a CAGR of 14.0%, propelled by the growing significance of online presence and digital channels, increasing globalization, and heightened competition among businesses to establish a unique brand identity.

Growing Significance of Online Presence and Digital Channels Drives Market Growth

The growing significance of online presence and digital channels is expected to propel the growth of the corporate identity design market. Online presence and digital channels refer to various methods brands use to establish and maintain their presence on the internet. This trend is fueled by increased brand awareness and visibility, enhanced customer engagement, improved customer support, and cost-effective marketing. Corporate identity design plays a crucial role in enhancing brand recognition, fostering trust, and improving user experience. For instance, a report published by gov.UK in February 2024 highlighted that the digital sector contributed \$171.25 million to the UK economy in 2022, accounting for 7.2% of the total UK gross value added (GVA), a slight increase from 7.1% in 2021. This underscores the impact of digital presence on market growth.

Explore comprehensive insights into the global corporate identity design market with a detailed



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Corporate Identity Design Global Market Report 2024
– Market Size, Trends, And Global Forecast 2024-2033

sample report:

https://www.thebusinessresearchcompany.com/sample_request?id=16024&type=smp

Major Players and Market Trends

Major companies operating in the corporate identity design market include Frog Design Inc., WPP PLC, Omnicom Group Inc., Interpublic Group, Avery Dennison Corp, ACCO Brands Corp., VistaPrint, Trotec Laser Inc., Drytac Corp., FASTSIGNS International Inc., Signarama Inc., Lippincott Williams & Wilkins, Pentagram, Image360, Laminators Inc., Signs By Tomorrow co., IDEOWORKS Digital Marketing Agency, DesignerPeople, Wieden+Kennedy, Chermayeff & Geismar & Haviv, OH! Design Studio, King of Hearts, Conceptory, NinjaPromo, and Gemini Sign Letters.

Trends in Technological Innovation

Major companies are developing innovative branding solutions, such as Search Context, leveraging AI to engage audiences across digital platforms. For instance, in September 2023, Truecaller launched Search Context, a new brand identity featuring a refreshed logo and a powerful anti-fraud feature. This AI-driven brand identity engine enhances user security by providing contextual information about phone numbers, alerting users if the name associated with a number is frequently changing.

Segments:

- Type: Logo Design, Identity Design, Brand Design
- Company Size: Small And Medium Enterprises, Large Enterprises
- Application: Business, Government, Other Applications
- Industry Verticals: Technology And Information, Finance And Banking, Healthcare, Retail And Consumer Goods, Other Industries

Geographical Insights: North America Leading with Asia-Pacific Emerging Fast

North America was the largest region in the corporate identity design market in 2023. However, Asia-Pacific is expected to be the fastest-growing region during the forecast period. The comprehensive report provides detailed insights into regional dynamics, market trends, and growth opportunities.

Explore the report store to make a direct purchase of the report

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[Corporate Identity Design Global Market Report 2024](#) from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan,

Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Corporate Identity Design Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on corporate identity design market size, corporate identity design market drivers and trends, corporate identity design market major players, competitors' revenues, market positioning, and market growth across geographies. The corporate identity design market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 15000+ reports covering 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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