

# Strategy Consulting Market to Hit \$111.4 Billion by 2031 Boosted by Cloud & Tech Integration

*Global market grows as companies seek expert guidance to optimize operations, accelerate digital transformation, and strengthen competitive positioning.*

WILMINGTON, DE, UNITED STATES, December 4, 2025 /EINPresswire.com/ -- According to a new report [Strategy Consulting Market](#) Size, Share, Competitive Landscape and Trend Analysis Report, by Service Type (Corporate Strategy, Business Model Transformation, Economic Policy, Mergers and Acquisitions, Organizational Strategy, Functional Strategy, Strategy and Operations, Digital Strategy), by Organization Size (Large Enterprises, Small and Medium-sized Enterprises), by Industry Vertical (IT and Telecom, BFSI, Energy and Utilities, Healthcare and Pharma, Manufacturing, Government and Public Sector, Retail and Ecommerce, Others): Global Opportunity Analysis and Industry Forecast, 2021 - 2031, The global strategy consulting market was valued at USD 38.4 billion in 2021, and is projected to reach USD 111.4 billion by 2031, growing at a CAGR of 11.6% from 2022 to 2031.

The global strategy consulting market is evolving rapidly as businesses navigate increasing complexity driven by digital disruption, globalization, regulatory changes, and shifting customer expectations. Organizations across industries are prioritizing long-term strategic planning to enhance competitiveness, improve operational efficiency, and unlock new revenue opportunities. Strategy consulting firms support this transition by offering frameworks, analytical expertise, and industry insights that guide decision-making and organizational transformation.

Moreover, digital technologies such as AI, analytics, cloud platforms, and automation are reshaping strategic priorities, compelling enterprises to rethink their operating models. As companies face heightened pressure to innovate, strategy consultants play a critical role in identifying market trends, evaluating new business models, and designing data-driven strategies. The market continues to expand as corporations, governments, and startups seek expert guidance to navigate uncertainty and accelerate growth.

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Source: Allied Market Research

One of the primary drivers of the strategy consulting market is the rising demand for digital

transformation. Companies are increasingly seeking expert support to integrate advanced technologies, optimize processes, and develop digital-first business strategies. Consulting firms help organizations modernize their systems, adopt agile methodologies, and improve customer experience.

Secondly, the growing complexity of global markets has intensified the need for analytical decision-making. Strategy consultants provide deep industry knowledge, competitive intelligence, and scenario analysis, allowing companies to make informed long-term decisions. Geopolitical uncertainties, shifting supply chains, and evolving trade dynamics further strengthen the demand for strategic advisory services.

Another major dynamic is the increased emphasis on sustainability and ESG compliance. Governments and consumers are pressuring companies to align with environmental and social standards, driving demand for consultants specializing in sustainability strategy, carbon reduction planning, and ESG reporting frameworks.

The market also benefits from the rising number of mergers and acquisitions. As companies pursue inorganic growth strategies, consulting firms assist with due diligence, valuation analysis, portfolio optimization, and post-merger integration. Their expertise ensures smooth transitions and maximizes deal value.

However, the sector faces challenges such as automation of basic consulting tasks, pricing pressure, and the growing availability of AI-driven strategic tools. While these technologies enhance data analysis, they also push consulting firms to differentiate through personalized expertise, industry specialization, and advanced problem-solving capabilities.

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Market Segmentation

The strategy consulting market is segmented by service type (corporate strategy, business model transformation, mergers & acquisitions, functional strategy, digital strategy), end-user industry (IT & telecom, healthcare, BFSI, manufacturing, energy, retail, government), enterprise size, and region. Among these, digital strategy and corporate strategy remain the largest segments, driven by rapid digitization and increased demand for organizational restructuring.

By enterprise size, large organizations held the dominant share of the strategy consulting market in 2021 and are projected to maintain this lead throughout the forecast period. This growth is driven by the rising reliance on consulting services to support strategic planning, operational transformation, and long-term business development. Meanwhile, the SME segment is expected to record the fastest growth, supported by increasing investments by service providers to tailor strategy consulting solutions specifically for small and mid-sized businesses.

Regional Analysis

Regionally, North America led the global strategy consulting market in 2021 and is anticipated to retain its leadership due to the strong presence of major industry players and growing adoption of consulting services across e-commerce, government, and healthcare sectors to enhance business performance and customer experience. In contrast, Asia-Pacific is forecast to experience substantial growth, fueled by rapid technological advancements, expanding automation capabilities, and increased digital transformation initiatives across industries—factors that are accelerating demand for strategy consulting services throughout the region.

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Global Strategy Consulting Market

The global strategy consulting market is dominated by key players such as Accenture, AT Kearney, Bain & Company, Inc, Boston Consulting Group, Deloitte Touche Tohmatsu Limited, Ernst & Young Global Limited (EY), KPMG International, McKinsey & Company, Oliver Wyman Inc., PwC. These players have adopted various strategies to increase their market penetration and strengthen their position in the [strategy consulting industry](#).

The report focuses on growth prospects, restraints, and trends of the strategy consulting market analysis. The study provides Porter's five forces analysis to understand the impact of various factors, such as the bargaining power of suppliers, competitive intensity of competitors, threat of new entrants, the threat of substitutes, and bargaining power of buyers, on the market.

Key Findings

- By service type, corporate strategy segment accounted for the largest strategy consulting market size in 2021.
- On the basis of organization size, the large enterprise segment generated the highest revenue in 2021.
- By industry vertical, the BFSI segment generates the largest market share in 2021.
- Region-wise, North America generated the highest revenue in 2021.

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