

Strategy Advisory Market 2026-2030: Revealing Growth Trends and Recent Developments

*The Business Research Company's
Strategy Advisory Market Report 2026 –
Market Size, Trends, And Global Forecast
2026-2035*

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/EINPresswire.com/ -- "The [strategy
advisory market](#) has seen impressive

growth in recent years, driven by shifting business landscapes and the increasing need for expert guidance. As companies navigate complex environments and technological advancements, the demand for strategic advisory services continues to rise. Let's explore the current market size, key growth factors, leading regions, and emerging trends shaping this sector.

Current Market Size and Future Growth of the Strategy Advisory Market

The strategy advisory market has expanded significantly and is poised for steady growth. From \$153.72 billion in 2025, it is projected to reach \$164.22 billion in 2026, reflecting a compound annual growth rate (CAGR) of 6.8%. This past growth has been fueled by factors such as the increasing complexity of competitive business environments, globalization of enterprises, a focus on operational efficiency, more corporate restructuring, and the use of advanced business analytics. Looking ahead, the market is expected to accelerate further, reaching \$232.2 billion by 2030 with a CAGR of 9.0%. Key drivers for this growth will include rising demand for AI-enabled strategic insights, an emphasis on sustainability-led strategies, the spread of digital business models, increased investments in enterprise transformation, and a growing focus on long-term value creation. Important trends during this period include data-driven strategy formulation, widespread adoption of digital transformation advisory, enhanced organizational resilience planning, growth in mergers and acquisitions advisory, and greater integration of technology strategy.

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Understanding the Role of Strategy Advisory

Strategy advisory services provide organizations with impartial guidance on critical high-level decisions by leveraging in-depth industry expertise. These services enable businesses to remain competitive by analyzing current practices and crafting effective strategies for improvement. By helping organizations navigate shifting markets and evolving challenges, strategy advisors play a crucial role in driving business success.

Digital Transformation as a [Key Growth Driver in the Strategy Advisory Market](#)

One of the main factors propelling the strategy advisory market is the ongoing wave of digital transformation across industries. This comprehensive process involves embedding digital technologies, strategies, and solutions into various facets of an organization's operations, business models, and culture to boost performance, efficiency, and competitiveness. As companies face the complexities of digital change, they increasingly rely on strategy advisory services to develop effective digital strategies, manage cultural shifts, mitigate associated risks, and maintain a competitive advantage.

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Expertise and tailored guidance from strategy advisors are essential for optimizing digital investments, making data-informed decisions, and ensuring the success of digital transformation initiatives. For example, in November 2023, the Central Digital and Data Office (CDDO) in the UK reported a 19% expansion in the Government Digital and Data profession between April 2022 and April 2023. This growth has strengthened vital digital skills within the civil service and led to the adoption of a common digital pay framework by 32 organizations, reducing reliance on contractors and saving taxpayer money. Such developments highlight how digital transformation efforts across sectors are fueling demand for strategic advisory services.

North America's Leading Position in the Strategy Advisory Market

In 2025, North America held the largest share of the global strategy advisory market, demonstrating its pivotal role in shaping industry trends. Western Europe ranked as the second-largest region in terms of market share. The market analysis also encompasses key areas including Asia-Pacific, South East Asia, Eastern Europe, South America, the Middle East, and Africa, providing a well-rounded view of the global landscape.

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