

Customised market and competitor information packs

Ever wanted to know how big the market is for your services, or why some of your competitors are doing better than others?

Source Global Research publishes more than 50 reports a year on the consulting market, but we recognise that these can't answer every question a consulting firm has, especially in an environment where specialisation and focus are immensely important. We've therefore developed a variety of customised information packs that allow you to specify exactly what you'd like to know.

And we never just give you a spreadsheet. We'll provide commentary about past and future trends, and what we think the key opportunities will be for your business.



Market size

How big a market is, and how fast it's growing are key to any investment decision, but demand for consulting services is hard to quantify because every firm has its own definitions.

Our Global Consulting Data Model has been built bottom-up, by estimating the number of consultants employed by specific firms in a particular country, and by analysing which sectors they work in and what kind of work they do. The advantage of this approach is that it's possible to disaggregate the high-level numbers that appear in our reports. You can break our key sectors down into 29 industries, or our six main services into more than 60 sub-services. Where we need to, we can also break the data down even further, estimating what proportion of existing sub-services will sit in a very specific proposition a firm would like to launch.

We work with you to understand your exact service, sector, and market definitions, then map our data to match them. If we don't have the data, we'll make assumptions at the most detailed level of our model and share these with you.



Client perceptions

We can leverage our on-going research into client perceptions to help you understand how these may re-shape your markets, in terms of both the types of services clients are looking for and why, and how clients see your major competitors. What are the latter's strengths and weaknesses? Are there areas where you can be distinctive.

If we don't have data on your specific market—a particular geography, group of clients, or industry—we can supplement our existing data with new research.

Competitive landscape

We can carry out deep dives into short-listed organisations, focusing on the information you'd find most useful. Who are the key people? What assets or other IP does a firm have? How distinctive is its proposition in the market place?

We'll also explore the extent to which they'd be a good fit with your organisation, from price point to cultural fit. Just as important, we'll look at why they might be interested in an approach, and what you'd have to do to win them over.



Future opportunities

Finally, we can pull all this information together in order to identify the opportunities and threats your business faces. Our market sizing data can be used to quantify the market's potential, and our analysis of clients' perceptions and the competitive landscape will help you understand how best to respond.