

PRESS RELEASE

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Australia's consulting market remains the biggest in the world relative to GDP

After experiencing strong growth of 7.1% to reach a value of over US\$5bn in 2017, Australia's consulting market has retained its position as the biggest consulting market in the world relative to GDP. Australia now has a consulting market, relative to GDP, 10 times the size of those in China and Russia.

Source Global Research, the publisher of the annual rankings and report, also points out that improving oil and commodity prices are contributing to a healthy economic outlook for Australia, and consulting clients expect to see an uptick in digital transformation projects as a result. However, next year's general election, current political instability, and Australia's vulnerability to global trade tensions may have an impact on growth.

Using the biggest and most sophisticated [model](#) of the global consulting industry, Source identified DACH (Germany, Austria, and Switzerland) (first place), the US (second place), Australia (third place), and the UK/GCC (joint fourth place) as the most attractive consulting markets in the world.

The market attractiveness index and the supporting report draw on the largest ever survey (3,917) of senior users of consulting services in 18 major consulting markets in North America, South America, Europe, Africa, the Middle East, and Asia-Pacific. Countries/regions are ranked on four criteria—**talent, growth prospects, average revenue per consultant, and propensity to buy.**

Edward Haigh, Director at Source Global Research, said:

“Australia's enormous consulting market, relative to GDP, continues to provide average returns that will only be bettered in DACH and the GCC. But its growth forecast for 2019 has taken a bit of a dip to reflect the export-oriented economy's vulnerability to global trade tensions, current political instability, and next year's general election.”

The Source report also highlights that talent remains a global problem for consulting firms, with no market scoring higher than a fairly pedestrian 3.25 out of 5, and with Australia ranking 10th in the world for talent, scoring only 2.0.

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Joost Hoeve, Managing Partner at Infosys Consulting, who was interviewed by Source for its report, [The Australia Consulting Market in 2018](#), said:

“The talent shortage problem isn’t going away anytime soon: The challenge is how to minimise its impact. We’re actively discussing what tools we can use to try and attract more people to consulting. One area that could help is increasing diversity. Women make up half the population, but there are so few of them in consulting. If we can find ways to rectify that imbalance, it would certainly help.”

The DACH consulting market tops the index for the fourth year running

The Source report says that the reason why DACH remains at the top of the global rankings is largely because it continues to offer the market’s highest average revenue rates across a sizeable market base that is—individually (relative to GDP)—twice the size of South East Asia and six times the size of China.

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Notes to the editors:

About Source Global Research

Source Global Research (Source) is a leading provider of information about the market for management consulting. Set up in 2007, Source serves both consulting firms and their clients with expert analysis, research, and reporting. Source draws not only on its extensive in-house experience, but also on the breadth of its relationships with both suppliers and buyers.

The Source [global consulting data model](#) is the biggest and most sophisticated model of the consulting industry ever created, and the model on which many of the world’s leading consulting firms now base their understanding of the size and shape of the consulting industry. It provides data on market size, growth rates, and forecasts across 29 industries, six service lines, 84 countries, and five firm types.

All of Source’s work is underpinned by its core values of intelligence, integrity, efficiency, and transparency. For further information, please visit: www.sourceglobalresearch.com.