

May 2020

---

# The Eastern Europe & Russia Consulting Market in 2020

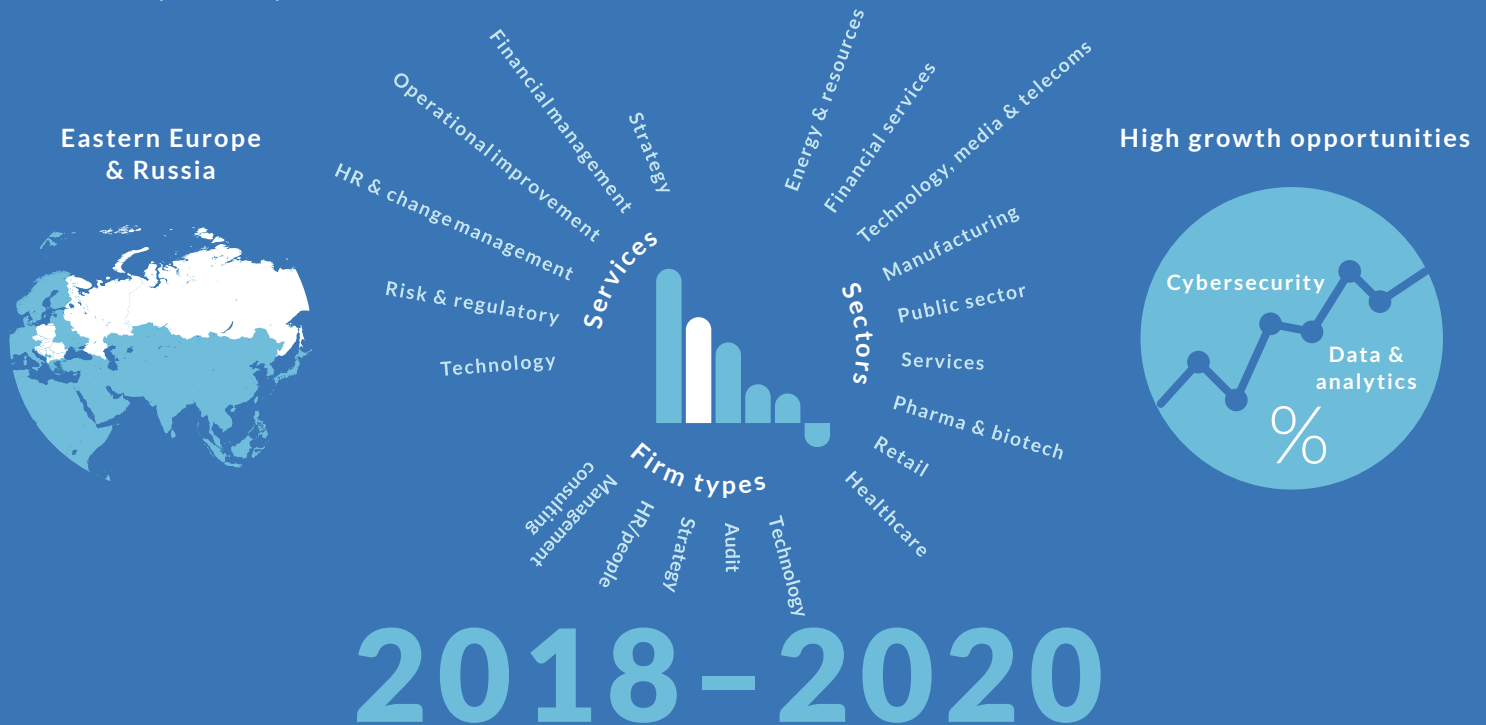
Market Trends Programme





## What's included in this report

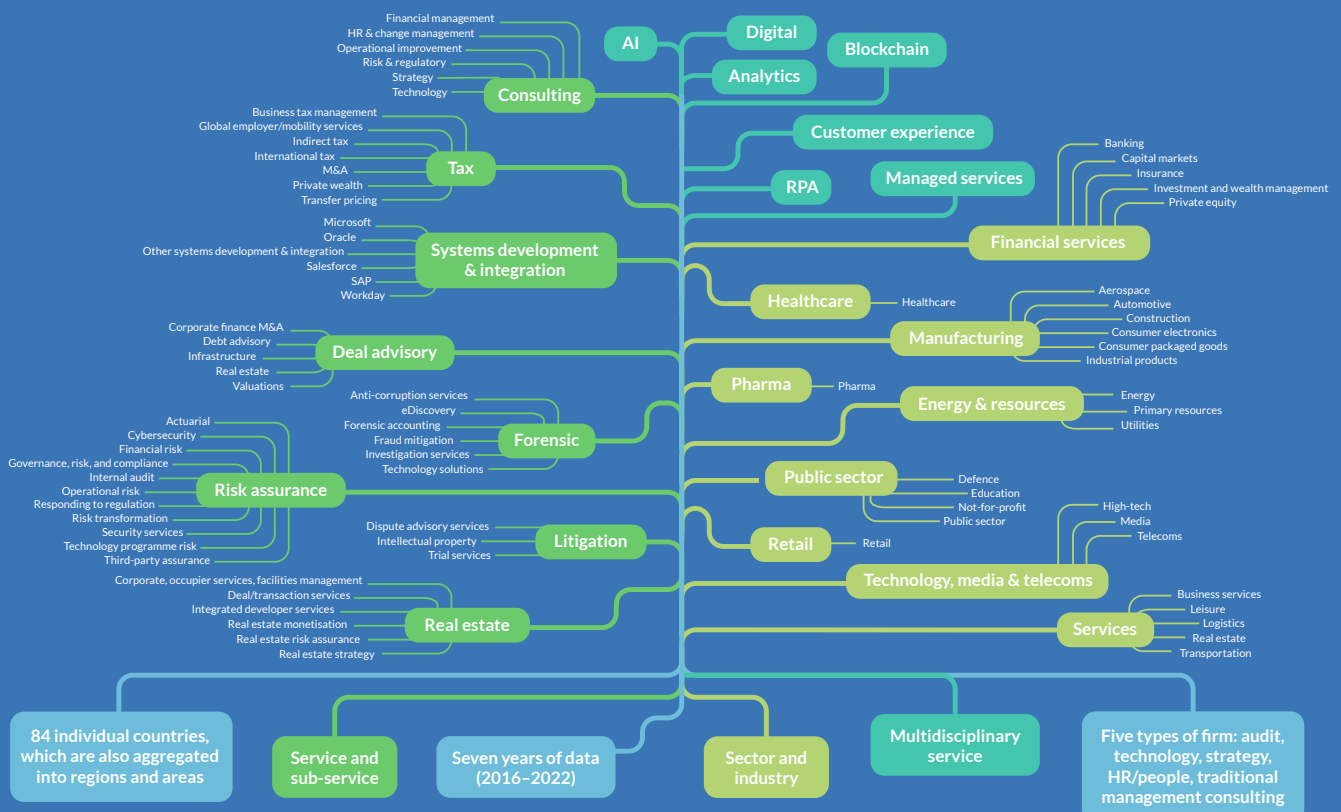
Our reports offer a wealth of market sizing, growth, and forecast data alongside engaging, in-depth analysis of the trends that matter.



# 2018–2020

## What else we cover

Our highly flexible, multidimensional model provides firms with robust, trusted data to make informed decisions about strategic investments and plan for the future.





# Contents

## Eastern Europe & Russia summary

Provides an at-a-glance view of the main trends in the market alongside key statistics.

Executive summary	4
The Eastern Europe & Russia consulting market in numbers	5
Explore the data	8
Introduction	9

1

## The Eastern Europe & Russia consulting market in 2019

Explores the key trends that were front of mind for consulting firms in this market in 2019.

Largest markets	10
The rest of the region	10
Key trends in services in 2019	12
Other services in high demand	16
Key trends in sectors in 2019	18

2

## The Eastern Europe & Russia consulting market in 2020

A view of what's likely to happen in the market in 2020.

The immediate impact of COVID-19	21
How firms should respond	24
What next?	25
2020 forecast	26

3

## About this report

Our report draws on three main sources:

- Our global data model with 9.7 million data points
- Our interviews with senior management consultants from a range of consulting firms
- Our in-depth desk research on the market

A detailed view of our methodology and more information about Source can be found below:

Methodology	27
Definitions of sectors and services	29
Contributors	31
About the author	32
Programme schedule for 2020	33
Our custom work	34
About us	35

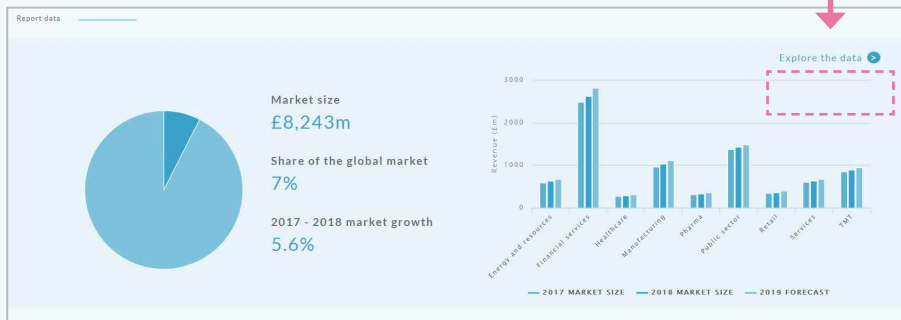
4



## Explore the data

All of the market size data in this report is available to explore online through our global data model portal. You are able to interact with the data in more detail and create custom views of the market to suit your needs.

You can access the data via our reports page, as seen below:



Explore the data

Our global data model is the biggest and most sophisticated model of the professional services industry available. It provides data on market size, growth rates, and forecasts across 29 industries, 12 service lines, 84 countries, and five firm types. It's the platform on which a growing number of professional services firms are basing their understanding of the market and their performance within it.



## Introduction

The COVID-19 pandemic has changed our lives, our communities, the global economy, and the consulting market, and its impact is likely to be felt for some considerable time to come. Against this backdrop, we wanted to develop a report that is as useful as possible in understanding the immediate impacts of the crisis while helping firms navigate a way forward.

Once the recovery starts, clients' needs will be dictated by the needs that were already there, coloured by recent events. Therefore, understanding both the situation before the crisis and the things that are changing right now will be essential for firms to support clients through the recovery. With this in mind, this report includes the following:

- In-depth analysis of the consulting market in 2019, including key trends and analysis of demand by sector and service
- A look at how COVID-19 is changing the market currently and an assessment of the sectors and services most likely to experience demand once the situation improves
- Commentary around how firms will need to change what they do and how they do it in order to meet client expectations in a changed landscape
- A link to our latest forecasts for 2020

We have drawn on key data sources in order to develop our analysis:

- We've built a bottom-up model of the global consulting market from the information we get from consulting firms and our own research, and we use this to size the industry and its growth rates. This is based on our global model, which contains detailed data about almost 1,600 firms plus higher-level estimates about a further 400,000 firms, all with more than 50 consultants apiece, in addition to comprehensive primary research carried out by Source analysts.
- We're very grateful for the input of a wide range of firms, who are helping us assess the impact of COVID-19 on the market by providing up-to-the-minute information that we are using on an ongoing basis to adjust our existing model of the industry.

For our latest global analysis of the effect of the COVID-19 pandemic on the consulting market, please [click here](#).

 **COVID-19 model**



# The Eastern Europe & Russia consulting market in 2019

## Largest markets

Poland—the region’s major market—continued to grow at a healthy clip with revenues rising 5.4% to total €555m in 2019. While a dip in discretionary spending ahead of the October general election and amid signs of a slowing economy prevented the market from reaching the heights of the previous year, an ongoing push to digitise operations ensured another good year for firms. Regulatory work remained a top priority for clients as did initiatives aimed at growing their customer bases at home and abroad. Firms also benefited from a push around renewables.

The region’s second-largest market—Russia—also grew at a robust pace in 2019, albeit not quite as fast as the previous year. While slower economic growth put a cap on some clients’ growth ambitions, the government’s push to modernise and digitise domestic businesses continued to generate new opportunities for firms. Russia’s overseas investment ambitions were also a boon for firms as clients increasingly looked to new markets for growth as well as seeking to expand their domestic customer base.



*We experienced amazing levels of growth over the past two years before the coronavirus came knocking on our door, with all sectors performing as expected or better.*

Andrzej Lachowski, Deloitte

## The rest of the region

Firms in Romania saw further rapid growth with consultants called upon to help with infrastructure projects and clients’ digitisation efforts, particularly in the private sector. Consultants’ fortunes were also boosted towards the end of the year by the arrival of a new prime minister, bringing an end to ongoing political uncertainty and introducing a more pro-business agenda than his predecessor. Meanwhile, the Czech Republic remained the region’s fastest-growing market. Despite plenty of political intrigue and uncertainty, business confidence remained strong and clients continued to spend on digitisation and risk & regulatory work, as well as operational improvement initiatives.



*In 2019, business was very good for our firm. We saw strong growth in all countries we cover in and around Eastern Europe and exceeded our already-positive expectations in Romania.*

Mihai Svasta, ICG (Integrated Consulting Group)



Solid economic growth, positive business sentiment, ongoing nearshoring activities, and a need to respond to shortages in local talent generated a good pipeline of work for consultants in Hungary and Slovakia. Consultants elsewhere in Eastern Europe were also kept busy with nearshoring work as companies in Western Europe explored a shift to lower-cost markets. Regulatory changes at an EU and national level remained solid drivers of consulting work more broadly, as did market entry initiatives and efforts to boost efficiency and productivity.



## Contributors

We are extremely grateful to all the people we spoke to for making this report possible. Below is a list of individuals who have contributed (excluding those consultants who wished to remain anonymous).

Name	Job title	Organisation
Petr Bucik	CEE, Head of Advisory	KPMG
Iwona Kozera	Advisory Leader for Central and Southeast Europe	EY
Andrzej Lachowski	Partner – Deloitte Poland	Deloitte
Mihai Svasta	Managing Partner – Romania	ICG (Integrated Consulting Group)
Ivan Tyagoun	Partner, Head of Risk Consulting, Head of Forensic	KPMG





## About the author

### Ashok Patel

Ashok is a writer and editor at Source, contributing to our Market Trends Programme and Client Perception Programme reports. Prior to joining Source, he was an editor and a consultant in the commodities market, and he also brings experience from the UK automotive sector.

### Ashok Patel

✉ [ashok.patel@sourceglobalresearch.com](mailto:ashok.patel@sourceglobalresearch.com)





## Programme schedule for 2020

Reports 2020	Market Data & Analysis	Client & Brand Insights	Emerging Trends
January			
February	Forecasts for 2020 UK	UK	
March	GCC Benelux	GCC Nordics	The Future of Account Management
April	Nordics	Germany	
May	DACH France Southern Europe Australia Eastern Europe & Russia Canada US	US France	
June	India South America Mexico Japan South East Asia China	Financial Services Technology, Media & Telecoms	Sustainable Futures: Building Resilient Businesses
July	Africa Global Risk Services	Energy & Resources Healthcare	
August	Global Tax Advisory	Perceptions of Audit Firms Perceptions of Tax Firms	
September	Energy & Resources Planning for Growth in 2021	Perceptions of Risk Firms	Sustainable Futures: A Climate Transformed
October	Financial Services		
November	Healthcare Technology, Media & Telecoms		The Consultant of Tomorrow
December			

Please note that with the purchase of all country Market Data & Analysis reports in 2020, you will also gain access to monthly updates regarding the impact COVID-19 is having on the consulting industry more widely.

### White Space

A powerful research tool that allows subscribers to keep up to date with the latest content being produced and maximise their return on investment. A series of reports that analyse the quality and effectiveness of thought leadership are published throughout the year.

## Our custom work

---

We provide advice and custom research services to the world's most successful professional services firms, helping them to identify, and develop strategic responses to, their most pressing opportunities and challenges.

Among other things, our work includes:

- Deep market and competitor analysis
- Acquisition strategy
- Proposition strategy and development
- Brand and client sentiment analysis
- Thought leadership and content strategy, development, and review

For more information about any of these, please visit our website or get in touch.

## Source Global Research is a leading provider of information about the market for professional services.

Set up in 2007, Source serves the professional services industry with expert analysis, research, and reporting. We draw not only on our extensive in-house experience but also on the breadth of our relationships with both suppliers and buyers. All of our work is underpinned by our core values of intelligence, integrity, efficiency, and transparency.

Source Information Services Ltd  
20 Little Britain | London | EC1A 7DH  
UK +44 (0)20 3478 1207  
US +1 800 767 8058  
[info@sourceglobalresearch.com](mailto:info@sourceglobalresearch.com)  
[www.sourceglobalresearch.com](http://www.sourceglobalresearch.com)

**© Source Information Services Ltd 2020**

Source Information Services Ltd and its agents have used their best efforts in collecting the information published in this report. Source Information Services Ltd does not assume, and hereby disclaims, any liability for any loss or damage caused by errors or omissions in this report, whether such errors or omissions result from negligence, accident, or other causes.