EXTRACT

SOURCE GLOBAL RESEARCH

June 2020

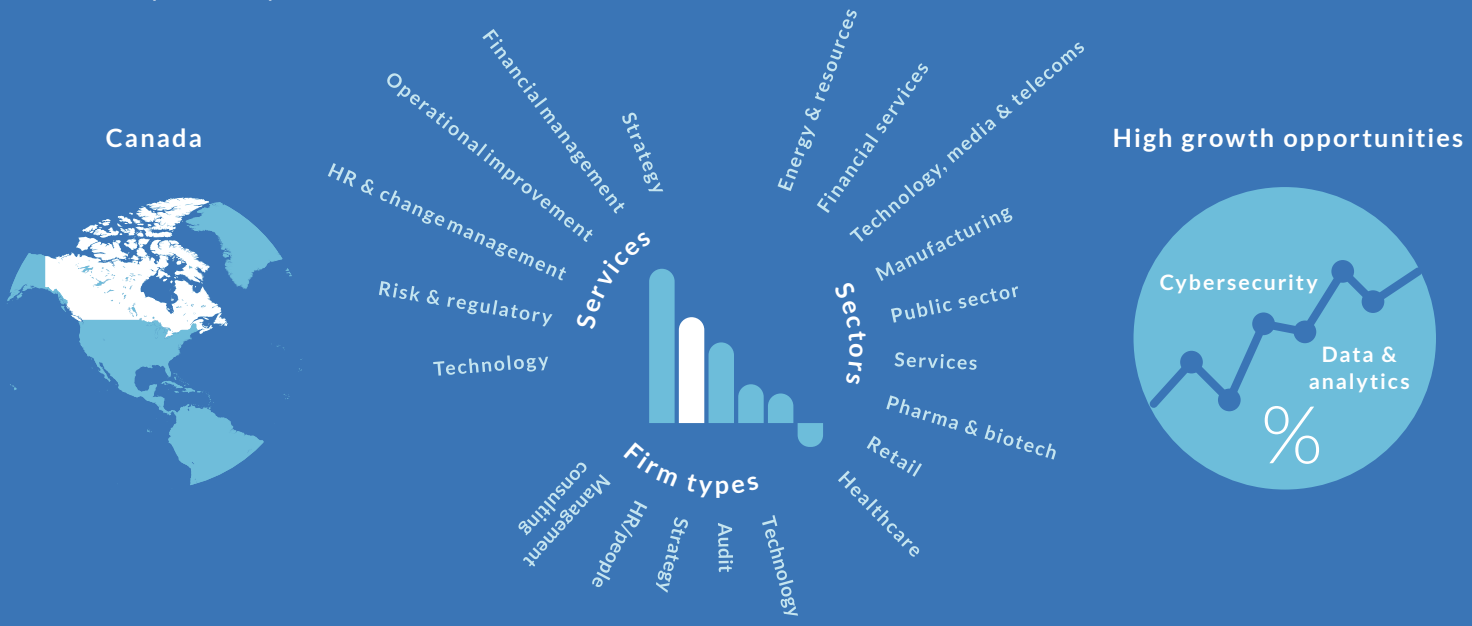
The Canada Consulting Market in 2020

Market Trends Programme



What's included in this report

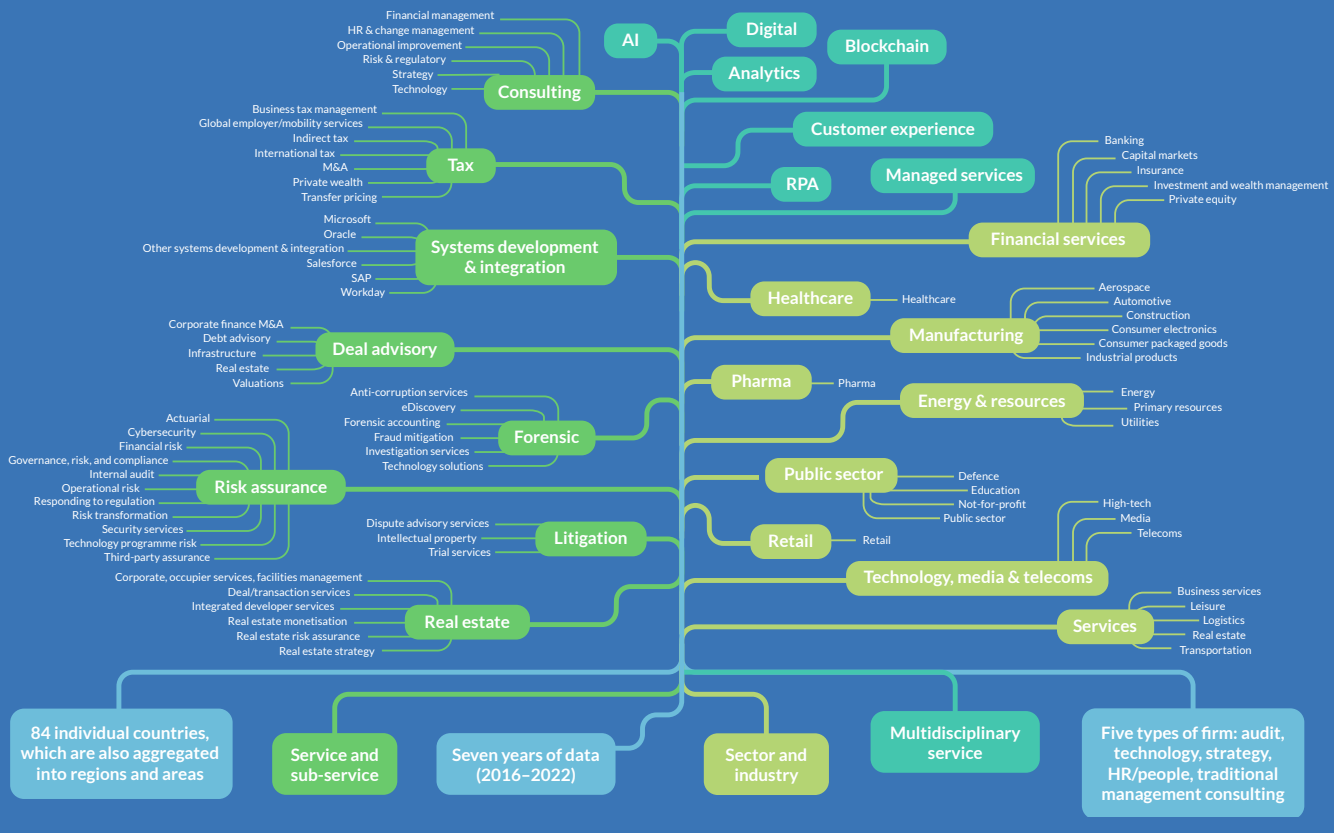
Our reports offer a wealth of market sizing, growth, and forecast data alongside engaging, in-depth analysis of the trends that matter.



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.



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5 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:

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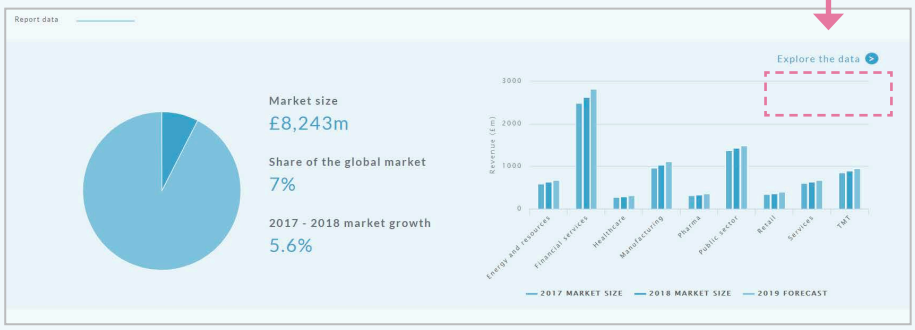
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Explore the data

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.

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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:

- Analysis of the consulting market in 2019, including key trends and analysis of demand by sector and service
- Insights from firms around demand drivers in 2019, and how this is being reshaped in 2020, as well as how they are organising themselves and approaching the market
- A link to our latest forecasts for 2020

Recognising how quickly the COVID-19 pandemic is reshaping the consulting market, we will also provide subscribers with regular, monthly updates during the second half of the year. This will include our latest thinking about the impacts of the crisis, together with global forecasts split by region and accompanied by high-level commentary.

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

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The Canada consulting market in 2019

Overview

2019 was a good year for Canada's consulting market, though the growth rate did slow slightly to 4.9% after expanding 5.5% in 2018. Fears of an impending economic downturn were partly to blame, as was election year uncertainty, which led to sluggish growth in the large public sector market. A fraught trade situation, which included doubt about the future of NAFTA and tensions with China and Saudi Arabia, also contributed to a slight slowing of the growth rate.

Digital transformation continued to be a top priority across sectors in 2019, as late adopters (perhaps most notably in the energy & resources sector) played catch-up while the innovators looked for new ways to use technology to gain a competitive edge. Most clients, however, fell somewhere between the laggards and the leaders, and this group primarily focused on implementing digital tools to drive efficiencies and improve the customer experience.

Cloud migration made significant gains amid a big push for adoption, and automation—increasingly enabled by AI—continued to see widespread, cross-sector demand. Data & analytics remained a blockbuster service with applications expanding and reaching a wider client base as solutions became more affordable.

Cybersecurity was again an area of significant growth. Clients have come to appreciate that there is no one-and-done solution, establishing this as a perennial source of demand. Though cybersecurity solutions are increasingly seen as an integral part of all digitisation work, Canada's clients continue to pursue initiatives less aggressively than their counterparts south of the border—a factor that contributed to the slight decline in risk & regulatory growth in Canada last year.

Sustainability initiatives gained ground in 2019, though the impact was most felt in energy & resources, where the greening of portfolios and the transition to renewables picked up pace. Many firms anticipated increased demand across a wider client group in 2020, though plans are now likely on hold.

Canada's consultants saw revenues rise in every sector last year, though most failed to crack the overall market growth rate. Indeed, overall growth was heavily propped up by a robust performance in the financial services market, which improved on 2018's already impressive numbers to expand 7% last year. A hot deals market can take much of the credit, as can ongoing digitisation, with digital compliance solutions and payments modernisation being especially popular. Overall growth was also helped by a stellar year in the much smaller healthcare and pharma & biotech markets, which benefited from government investment and commitment to digitised efficiency programmes.

Consultants saw growth rates falter in the large public sector market, with few new programmes taken up in advance of elections, and in manufacturing, which bore the brunt of the uncertain trade situation. Growth also slid significantly in the small retail consulting market, which took a hit from a slowing economy and declining consumer confidence.

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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
Sébastien Blais	Consulting Practice Leader – Canada	Deloitte
Jason Boggs	National Consulting Leader	PwC
David Dawson	Managing Director, Canada	Protiviti
Wayne Ingram	Country Managing Director – Canada	Slalom
Wei Ke	Managing Partner	Simon-Kucher & Partners
Ben Saffron	Managing Consultant, Advisory	Advisian (Worley Group)
Stephanie Terrill	National Leader of Management Consulting – Canada	KPMG
Jon Wylie	President, Natural Resources	Proudfoot

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About the author

B.J. Richards

B.J. is the senior editor at Source and is responsible for ensuring consistency in quality, content, and tone across the core programme. She also writes a number of our core reports and participates in Source's market research. An accomplished writer and editor, B.J. has provided strategic communications for senior executives ranging from a US senator to presidents of Harvard University. She earned her juris doctorate from the University of Georgia and is a member of the Georgia bar.

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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.

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SOURCE GLOBAL RESEARCH

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.

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About us

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.

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