

July 2020

The Mexico Consulting Market in 2020

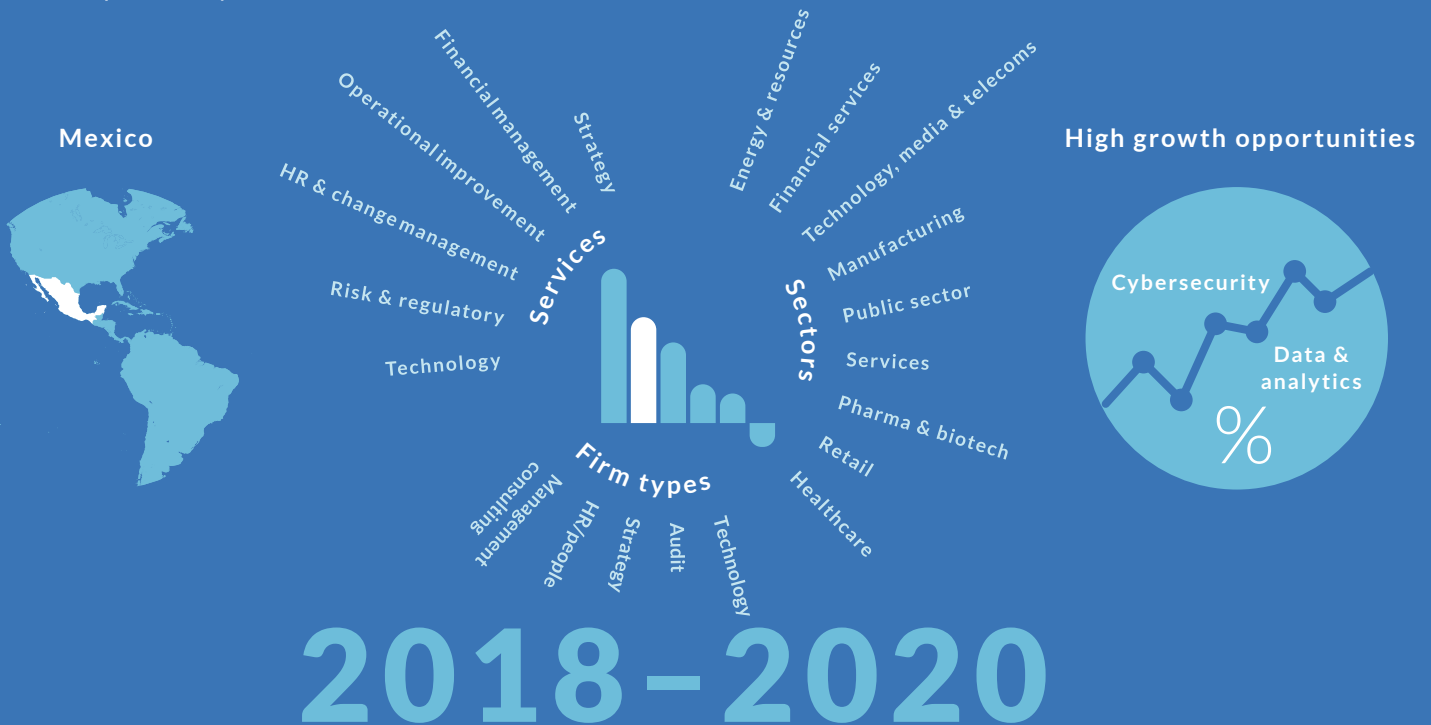
Market Trends Programme





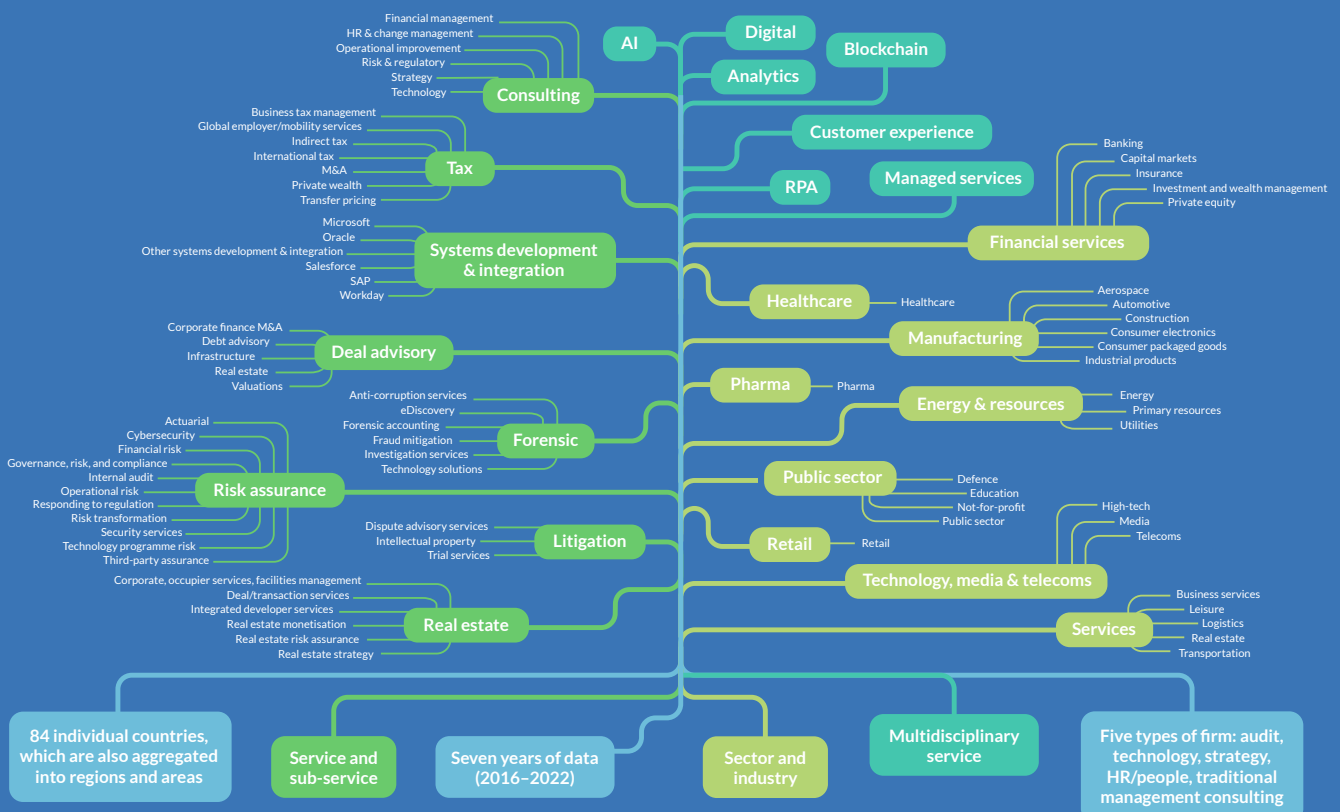
What's included in this report

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



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.





How we can help your firm to deal with what's happening now and prepare for what comes next

Even before COVID-19, the professional services industry was entering a period of change the likes of which it had never experienced. But the pace of that change is now being accelerated, as firms respond to the crisis and reimagine their future in a changed world. We're working side by side with them, using our experience, data, and deep sector knowledge to help them create effective strategies for extraordinary times.



Real-time forecasting

Since mid-March, we've been supplementing our unique model of the global professional services sector with data collected from hundreds of consulting firms around the world. Our weekly updates have become the industry's satnav, providing up-to-date estimates of the likely impact of the crisis by region, sector, and service, which change as the market changes, helping consulting firms to adjust their strategy accordingly. But this publicly available data is for the market as a whole, and every firm faces a unique set of challenges. As you plan for the next 12-18 months, we can provide forecast data that's tailored to your business.



Immediate market feedback

One of the biggest challenges facing consulting firms is uncertainty: How has client behaviour changed as a result of the crisis? Whether we're leveraging our own research carried out over the previous few weeks, or undertaking custom research around your services and markets, we can provide you with quantitative and qualitative feedback very quickly, enabling you to take quick and informed decisions.



Client-led propositions

Past crises have shown that the speed with which a consulting firm adapts its services will determine its resilience—and that's truer than ever in the current environment, when clients' expectations around what's possible have radically shifted. They're looking to consulting firms to deliver better, faster solutions—and consulting firms will need to respond by being more precise about where they can add tangible value and more compelling in the way they articulate this. We've worked with many firms over the last decade helping them test their ideas with clients.

About us



– **We're nerds:** We take a data-driven approach to helping firms take investment decisions. Since we started, we've invested millions in sophisticated, proprietary research techniques that give us unique insights into current and future trends.



– **We're experts:** We've been focusing exclusively on the professional services sector for more than a decade, and we keep our knowledge up to date by interviewing hundreds of senior partners in professional services firms around the world each year.



– **We're future-focused:** We undertake the largest regular quantitative surveys of the professional services sector anywhere in the world, and we're constantly talking to professional services firms' clients in order to understand how changes in their behaviour will reshape the industry in the future.



– **We're independent:** Our analysis and recommendations are derived from our data and experience. We don't recommend firms to clients, and we will never tell you what you want to hear just because you've paid us.



– **We're obsessed with value:** Our information and insights have underpinned some of the most strategic investment decisions made by professional services firms. That's because we know that, if we're going to have an impact, how we communicate is as important as what we communicate.



– **We're easy to work with:** We'll work with you as you want, whether that's providing you with off-the-shelf data or multi-country custom research. Because we want our work to add value, we charge for what you need. We don't run a meter and we don't have complicated licensing that limits who can read our material.



Contents

Mexico summary

Explore the data	5
Introduction	6
The Mexico consulting market in numbers	7

1

Insights from consultants

The views of consulting leaders in Mexico.

Interviews with consulting leaders	13
------------------------------------	----

3

The Mexico consulting market in 2019

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

Overview	8
----------	---

2

The Mexico consulting market in 2020

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

2020 forecast	26
---------------	----

4

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

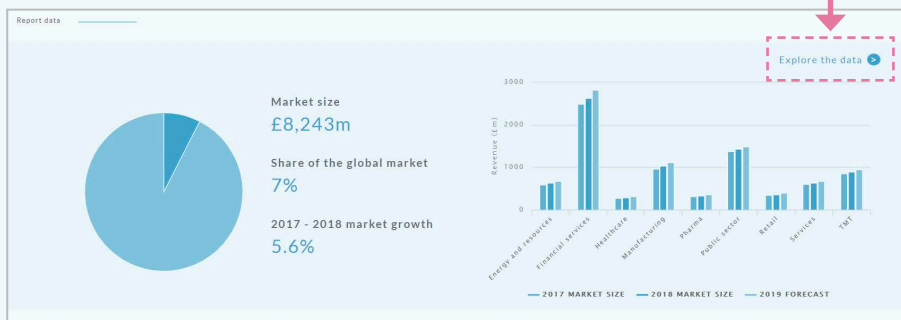
5



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:

- 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 consulting market is changing in 2020 as it is reshaped by the pressures of COVID-19, we will also provide subscribers with regular, monthly updates during the second half of the year. These 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**



The Mexico consulting market in 2019

Overview

The Mexico consulting market grew by 4.5 % in 2019—not nearly as much as its large US neighbour to the north, but more than the markets of Brazil and Argentina to the south. It's fair to say that this result was far better than many consulting firms had feared; these fears stemmed from a number of factors. Even before taking presidential office, Andrés Manuel López Obrador had cancelled the multibillion-dollar Mexico City airport project—already a third of the way to being ready³—and this, plus other government volte-faces, sent shockwaves through the domestic business community, and concerned foreign investors to the extent that FDI dropped by a quarter in 2019.⁴ In fact, economic performance in 2019 hit a 10-year low—by the end of the year GDP had contracted 0.1%.⁵

And yet clients turned to consultants for help in increasing numbers in 2019, largely thanks to a growing appreciation of the benefits of new technology, and widespread interest in digital transformation both to reshape the customer experience and to drive efficiencies through the back office. The work had its challenges, and pressured budgets meant that clients, keenly focused on value, often broke down ambitious programmes into individual areas of spend linked to tangible outcomes. Not all clients were prepared to take even these tentative steps and remained reluctant to invest, but the digitisation trend was sufficient to ensure growth for consulting firms despite the dire economic backdrop.

Data & analytics demand increased as a result of the overall enthusiasm for all things digital and with clients at many different stages of maturity, work here took on many different forms, from data identification and clean-up work to the use of complex algorithms. All of this meant that data & analytics work grew by 10.3% in 2019. Cybersecurity was another hot area of demand, boosted in part by the USMCA negotiations, and the resulting requirement for enhanced data protection and transparency for those clients involved in cross-border trade. Indeed, 2019 saw an uptick in cybersecurity work of 6%.

When it came to the consulting opportunities offered by different sectors, the large financial services market proved relatively attractive for consultants. Accounting for around a third of total consulting revenues last year, financial services clients' spend on consultants rose 5% in 2019. The digitisation trend drove much of this growth, with financial services clients very much at the forefront of digital change, spurred on by increasing encroachment by fintechs from Latin America.

Elsewhere, the back-and-forth negotiations on the USMCA—or NAFTA 2—impacted consulting demand, particularly from manufacturing and pharma clients. While the uncertainties led to increased caution for some, clients in industries with complex

3 Daina Beth Solomon, *What is next for Mexico City airport after mega project axed?*, Reuters, Oct. 31, 2018 (accessed July 7, 2020). Available at: <https://uk.reuters.com/article/uk-mexico-airport-explainer/what-is-next-for-mexico-city-airport-after-mega-project-axed-idUKKCN1N51AZ>.

4 The World Bank, *Foreign direct investment, net inflows (BoP, current US\$) – Mexico* (accessed July 7, 2020). Available at: <https://data.worldbank.org/indicator/BX.KLT.DINV.CD.WD?contextual=default&locations=MX>.

5 International Monetary Fund, *Mexico and the IMF*, Apr. 2020 (accessed July 17, 2020). Available at: <https://www.imf.org/en/Countries/MEX>.



supply chains such as automotive tended to turn to consultants for help in unravelling the intricacies of the trade agreement. This, plus continued investment in Industry 4.0, contributed to a solid increase in consulting demand from manufacturers, with even better growth on offer in the much smaller pharma & biotech sector.

Moves to erode the previous administration's liberalisation of the energy sector, the government's push for a rapid and sustained increase in oil output, and changes in government policy around clean energy production created challenges for energy & resources clients, resulting in calls for support. Meanwhile, ongoing digitisation work also kept consultants serving this sector busy.

Demand in the public sector—already a small market for consultants—stagnated during 2019 as the government reined in spending, and there were few hopes of that changing going into 2020, even before the pandemic struck. Things were better in TMT, however, where the need for digitisation support generated some good opportunities for consultants in both the high-tech and telecoms industries, with existing network expansion and preparations for 5G roll-out also driving consulting demand. Elsewhere, the retail consulting market saw even better growth, thanks to an increasing need for help with e-commerce strategies and fraud prevention.

Segmentation classification of consulting firms

Type M: Management consulting only

Type S: Consulting on strategic decisions and operations alongside M&A-related work

Type A: Consulting alongside audit, tax, and corporate finance services

Type P: Consulting on people-related issues, but also investment advice, risk management, and in some cases, HR outsourcing and HR package implementation

Type T: Firms that either specialise in technology or combine technology, outsourcing, and consulting

Data & analytics—our definition

The rise of “big” data and analytics has been one of the defining trends in consulting and the wider professional services market over recent years. While much work is still focused on the basics—basic data management and the gathering and integration of data into coherent storage spaces—growth has been highest in advanced analytics (which goes beyond simple mathematical calculations to use mathematical and statistical formulas and algorithms to generate new information, to recognise patterns, and also to predict outcomes and their respective probabilities), data visualisation, and business intelligence.

Cybersecurity—our definition

Cybersecurity is one of the genuine “blockbuster” consulting services of recent years, fuelled by widespread public and board-level concern. Moreover, as new threats emerge, this is a market that's constantly evolving. Our definition of cybersecurity includes strategic advice around systems design, attack prevention, and response; securing systems, networks, and users through firewalls, endpoint security, multi-factor authentication, etc.; business continuity and crisis management during and after a cyberattack; and testing a computer system, network, or web application to find security vulnerabilities that an attacker could exploit.



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
Roberto Cabrera	National Advisory Partner	KPMG
Oscar Lozano González	Managing Partner	Sintec
Andre Maxnuk	CEO Mexico & Latin America	Mercer
Eduardo Reyes	Partner	PwC
Gerardo Rocha	Partner	Kearney
Brian Weihs	Managing Director	Kroll



About the author

Zoë Stumpf

Zoë is Head of Market Trends at Source and is responsible for all reports published as part of the Market Trends Programme. A world-leading expert on consulting trends, she is the driver behind Source's bespoke analysis of consulting's biggest geographical and industry markets. She is an active member of the Source research team and spends much of her time interviewing consultants and their clients all over the world, collecting their first-hand accounts of what is happening in the consulting world. She also brings extensive experience as an analyst and writer to her post.

Prior to joining Source, Zoë spent more than 12 years working as a management consultant in a variety of roles with KPMG and Atos Consulting. She has also worked as an independent marketing consultant.

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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 US	US France	
June	Eastern Europe & Russia Canada Australia India South America Japan South East Asia China	Financial Services Technology, Media & Telecoms	Sustainable Futures: Building Resilient Businesses
July	Mexico Africa Global Risk & Cybersecurity 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.

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