

Market Trends

EXTRACT

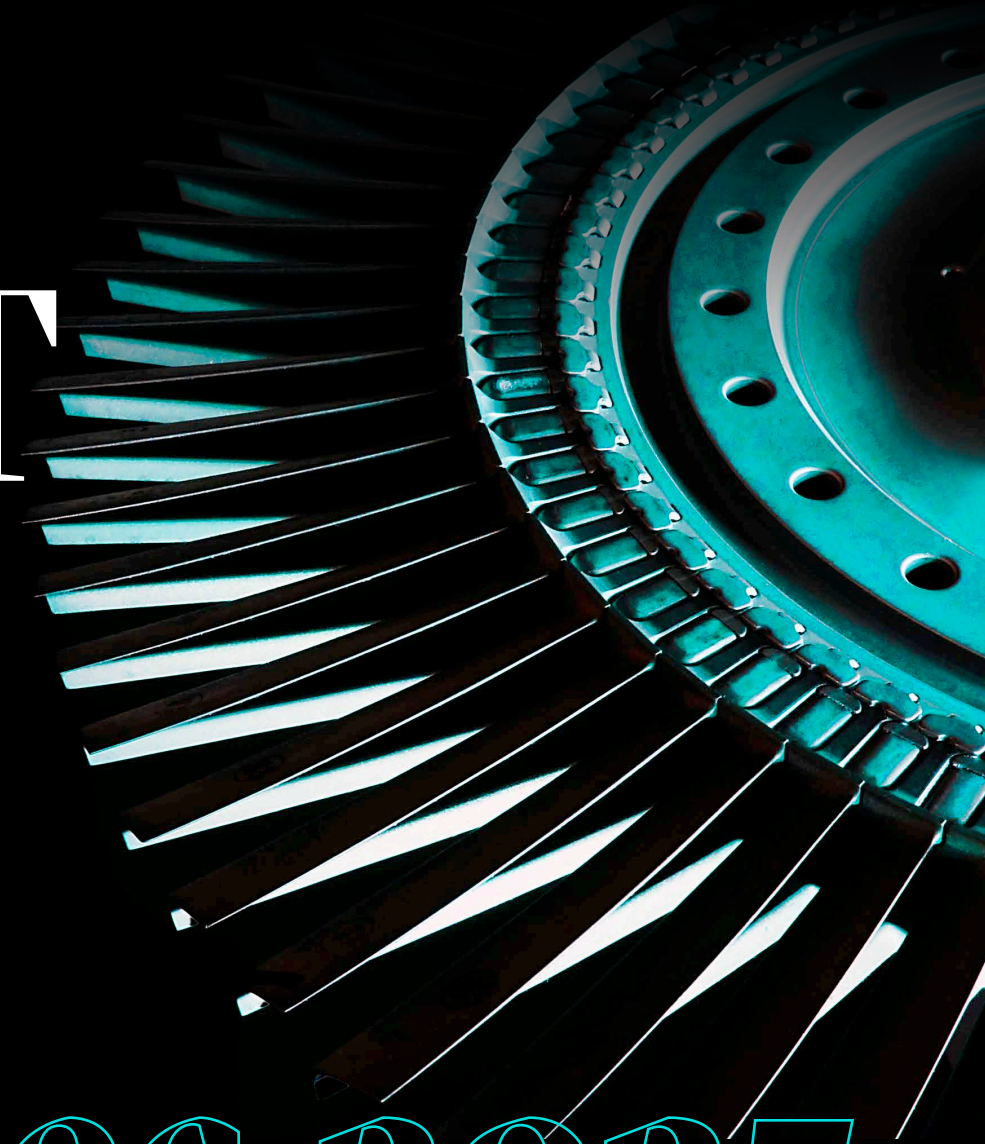


# MARKET

Planning for  
Growth in 2026

Report

Dec 2025



## About us

**We partner with professional services firms to turn insight into strategic advantage. Our proprietary research and tailored, firm-specific studies provide clear, actionable guidance to inform your firm's strategic decisions.**

**Through our work, we help professional services firms to:**

- Anticipate key industry trends
- Identify and evaluate growth opportunities in existing and emerging markets
- Understand client perceptions and competitive positioning
- Refine propositions and messaging to better align with client needs
- Maximise the reach, impact, and commercial value of thought leadership

To dig deeper into the insights in this report, explore our other publications, or learn more about bespoke research for your firm, please [get in touch](#).

# Contents

Underpinned by our MegaModel, our reports deliver an independent and objective understanding of the markets that matter most; including everything from key trends and growth opportunities to the latest views of consulting leaders and a detailed analysis of the buyer's voice.

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## Introduction

Clients know that macroeconomic pressures are not going away in 2026 and are focusing on investing in making their organisations more resilient. This report combines the qualitative insights of Source's own experts with quantitative analysis from our model of the global professional services market. We outline our methodology for how we have estimated the potential market attractiveness and size of four offerings that we highlight as being growth opportunities for 2026.

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## About this report

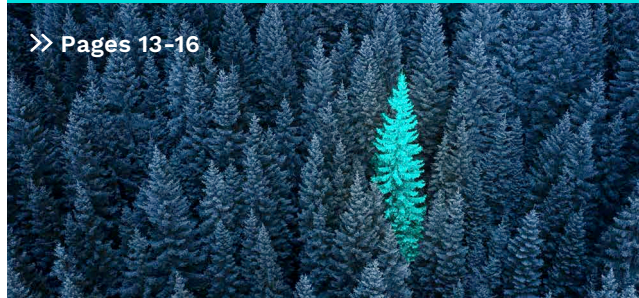
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## What really matters

We identify the things that really matter to firms—a snapshot of the most important dynamics in the market. Encouraging innovation, highlighting the benefits of emerging technologies and demonstrating expertise are at the heart of enabling clients to switch from a mindset of efficiency gains to one of growth.

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## The offerings

On the back of ongoing conversations in the market, we have identified four offerings for which we think client demand is growing and where professional services firms are in a good position to meet this demand. Each offering is discussed in terms of its potential market attractiveness and size. **Advanced technology & AI strategy** ranks top in terms of market value, while **managing & navigating risk** tops market attractiveness.

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## Scoring methodology | Questions

### Client issues | Demand side attributes

Attribute	Question	1	2	3	4	5
Resonance	Does the general public care about this issue?	It isn't in the public consciousness	Very few people care	Some people care	Many people care	Most people care about this issue
	Do employees care about this issue?	It's not on their radar	Very few employees care	Some employees care	Many employees care	Most employees care what their employers do next
	Does the C-suite care about this issue?	It's not on their radar	Very few CxOs care	Some CxOs care	Many CxOs care	The C-suite are fully engaged and it's near the top of their agenda
Intervention	Is there pressure to act from governments or regulators?	They're showing no interest	They're showing some interest but their regulations have no teeth	Regulation is likely but not soon, and may have limited power	A roadmap for powerful regulation has been laid out but it's years away from coming into force	Regulators are taking a keen interest and have the power to enforce significant penalties now
	Is there pressure to act from competitors?	They're not responding	There are some disruptive new entrants but nothing from the established players	The whole market is starting to look seriously at the issue	Competitors are starting to act	Competitors are moving decisively and quickly
	Is there pressure to act from employees?	They're showing no interest	There are some murmurs but nothing organised	The mood of the workforce is starting to turn	Employees and/or their unions are raising the issue	Employees and/or their unions are demanding action
	Is there pressure to act from investors?	They're showing no interest	There are some fringe voices but no real pressure	Most are aware that this is an issue but they're not pushing for a response yet	A small number of investors are raising the issue	Most investors are demanding action
	Is there pressure to act from consumers?	This isn't something that they care about	A small number of consumers are taking an interest	The mood of certain consumer segments is starting to turn	Some consumer groups are organising around the issue	Many consumers are voting with their wallets and spending differently
Impact	Is there evidence action would make a concrete difference?	There is no evidence	There are some anecdotal reports	There is a growing but partial body of evidence	There is qualitative or quantitative evidence but not both	There is demonstrable and robust proof
	Are there any consequences for not acting immediately?	There are no consequences—financial, legal, reputational—for not responding	There might be consequences, but they seem indirect and distant	There are consequences but they're not serious	There are serious consequences but they're not immediate	There are serious and immediate consequences for not acting now
Scarcity	Are the people needed to tackle the issue available?	Existing employees already have the skills	Existing employees can easily be retrained to work on this	New talent is required but the job market is in the hirer's favour	New talent is required but the job market is in the employee's favour	There is a fundamental shortage of people who are available, affordable, and sufficiently skilled
	Is there technology available to tackle the issue?	The technology infrastructure is already in place	The technology required is inexpensive and works straightforwardly with existing systems	The technology required is inexpensive but a challenge to integrate	The technological solution is new and expensive	The new technological solution is expensive, hard to work with, and doesn't integrate with legacy systems
	Is there access to data about the issue?	Relevant data is already collected and easily compared with open data sources	It's straightforward to start collecting, accessing, and analysing relevant data	The data is being collected and is accessible but it's hard to interpret without other data	Relevant data could exist but it's hard to collect or access	There could be good data but it's hard to gather or access and difficult to analyse without the kind of proprietary comparative data that consultants have



# What really matters

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# The offerings

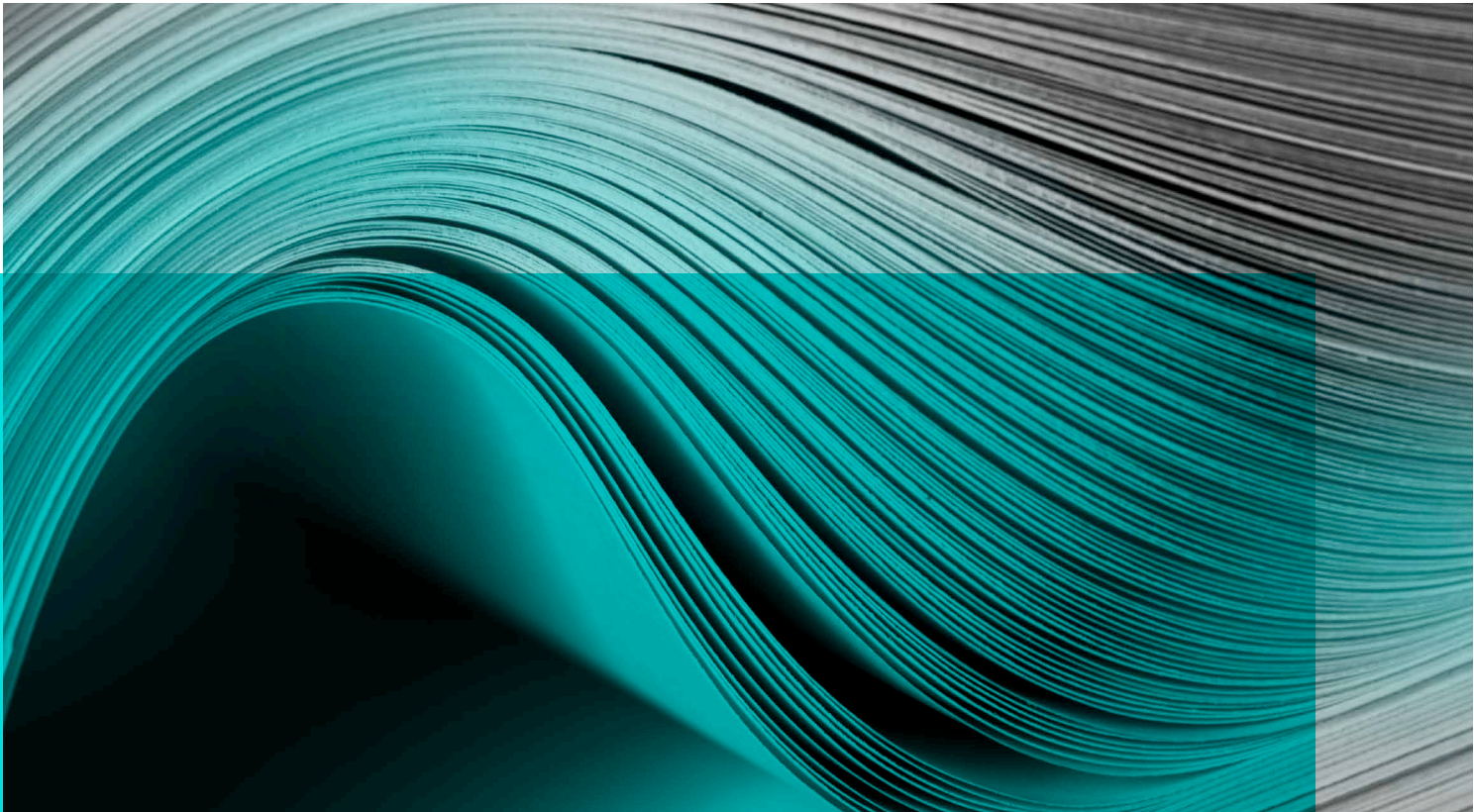
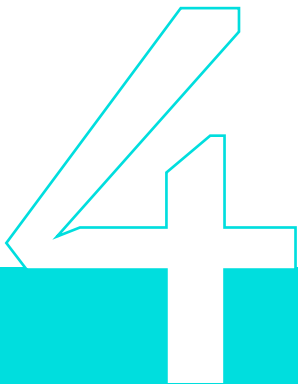
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# Meet the expert

## Dane Albertelli

Dane is a Senior Research Analyst within the Market Trends team. He currently conducts research on global market trends within the professional services sector. He has also carried out bespoke mergers & acquisitions scans for clients hoping to enter the US IT services sector. He has written a number of specialised reports on the state of the professional services market in regions such as GCC and Australia.

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# Publication schedule for 2026

2026		Market Trends Reports	Market Trends Briefings	Client Perceptions Studies	Future Trends Programme	White Space Reports	White Space Insights
Q1	January	Forecasts for 2026 UK US GCC France		UK US GCC France			Featured Thought Leadership Quality Ratings Webinar
	February				Future Trends in... 1		
	March					Quality Ratings Report (QRR)	
Q2	April	Nordics DACH Australia East Asia South East Asia Financial Services	India South America	Germany Australia China Japan Healthcare & Pharma Energy & Resources Financial Services Technology, Media & Telecoms	Future Trends in... 2		Featured Thought Leadership Client Perceptions of Thought Leadership Webinar
	May						
	June				Future Trends in... 3	Client Perceptions of Thought Leadership	
Q3	July	Africa Energy & Resources Technology, Media & Telecoms Sustainability	Healthcare & Pharma	Risk Tax Audit	The Future of Audit 2026		Featured Thought Leadership
	August						
	September				Future Trends in... 4	Thought Leadership Innovation	
Q4	October	Tax Risk Technology Planning for Growth in 2027	Public Sector	Technology	Future Trends in... 5		Featured Thought Leadership Thought Leadership Innovation Webinar
	November				Future Trends in... 6		
	December						