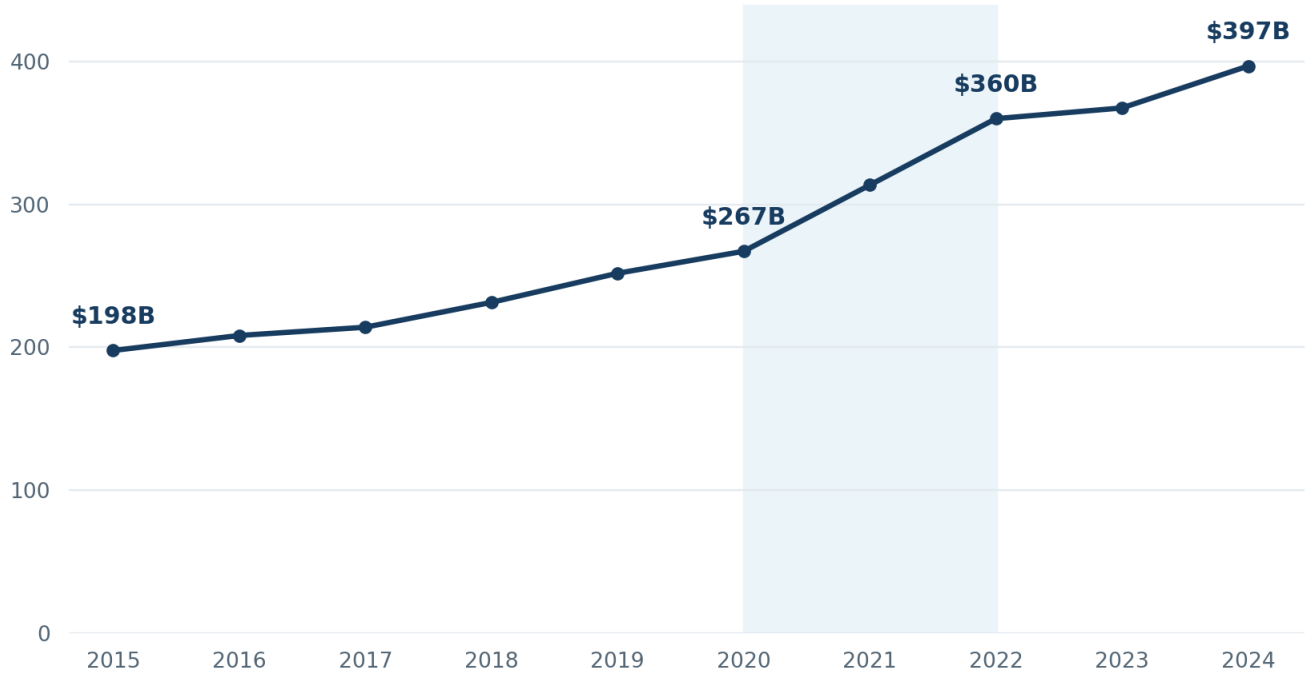
# The U.S. Management Consulting Market by the Numbers

U.S. Census Bureau industry profile | 2015–2024

U.S. management consulting employer revenue reached **$396.9 billion in 2024**, roughly twice its 2015 level. Administrative and general management consulting accounted for nearly two-thirds of the 2024 total.

## Annual revenue

NOMINAL USD BILLIONS




## When growth accelerated

Revenue rose **17.3% in 2021** and **14.8% in 2022**, producing the two largest annual dollar gains in the period. Growth slowed to **2.1% in 2023** before reaching **8.0% in 2024**.

### The ProfessionaLink perspective

The U.S. total provides a domestic industry benchmark. The specialty breakdown on page 2 shows how much of that total comes from establishments classified in general management, marketing, logistics, human resources and other management consulting.

Annual Census series via FRED

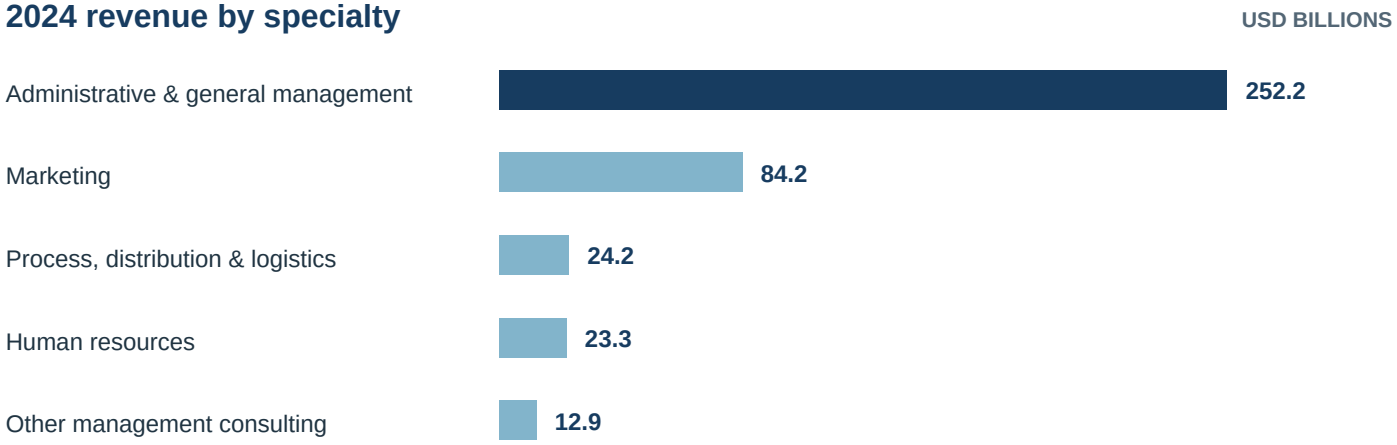

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# What Makes Up the $397 Billion?

Revenue by primary industry classification

Administrative and general management consulting generated **$252.2 billion** in 2024. Together with marketing consulting, it accounted for **84.8%** of industry revenue.

## 2024 revenue by specialty




## Revenue and market share at Census benchmarks

| Industry (NAICS) | 2017 $B | 2022 $B | 2023 $B | 2024 $B | 2024 share |
|---|---|---|---|---|---|
| **Administrative & general management (541611)** | 131.8 | 219.1 | 231.3 | 252.2 | 63.5% |
| **Marketing (541613)** | 43.5 | 77.5 | 78.8 | 84.2 | 21.2% |
| **Process, distribution & logistics (541614)** | 16.0 | 26.0 | 23.6 | 24.2 | 6.1% |
| **Human resources (541612)** | 18.2 | 24.6 | 21.6 | 23.3 | 5.9% |
| **Other management consulting (541618)** | 4.7 | 12.9 | 12.3 | 12.9 | 3.3% |

## Which specialties gained share?

**General management added the most revenue**, up $120.4B from 2017 to 2024. **Other management consulting grew fastest in percentage terms**, up 174% from a $4.7B base, and gained about one percentage point of share.

Marketing gained about 0.9 percentage points of share over the same period, while HR fell from 8.5% to 5.9%. Treat these as comparisons between Census benchmarks, given the different collection programs and NAICS vintages.

2017 Economic Census · 2022 Economic Census · 2023 AIES · 2024 AIES


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# Data and Methodology

Annual series, scope and external benchmark

## U.S. management consulting revenue

| Year | Revenue (USD billions) | Annual change |
|---|---|---|
| **2015** | 197.9 | – |
| **2016** | 208.3 | +5.3% |
| **2017** | 214.1 | +2.8% |
| **2018** | 231.5 | +8.1% |
| **2019** | 251.9 | +8.8% |
| **2020** | 267.3 | +6.1% |
| **2021** | 313.6 | +17.3% |
| **2022** | 360.1 | +14.8% |
| **2023** | 367.6 | +2.1% |
| **2024** | 396.9 | +8.0% |

## What Census counts

The annual series covers U.S. employer establishments classified in Management Consulting Services (NAICS 54161). The specialty rows group establishments by their primary industry, so they measure establishment revenue across that group. Independent consultants without paid employees are outside this employer series. Computer systems design and environmental consulting have separate codes. NAICS definitions

## Comparing estimates

Census reported $396.9B in 2024, about $4.7B above IBISWorld's $392.2B U.S. estimate cited by the USITC. The global ProfessionaLink blend uses selected commercial estimates with different service and provider coverage. Its market scope differs from the Census employer-industry definition. USITC report

The annual series combines AIES with Census's linked historical estimates. Specialty figures are national totals from the 2017 and 2022 Economic Censuses and 2023–2024 AIES. Values are nominal and rounded for display. Annual Census series via FRED


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# ProfessionaLink

INDEPENDENT ADVISORY & RESEARCH

## About ProfessionaLink

ProfessionaLink is an independent advisory and research firm that connects private equity investors, portfolio companies, and corporate teams with specialized consulting expertise. We research the advisory market, define the capabilities each assignment requires, and identify firms suited to the work, from commercial due diligence and market intelligence to operational improvement and portfolio company growth.

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