

Consulting Statistics:

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Top Consulting Statistics

These are the most interesting consulting statistics we think you should know:

1. The global management consulting industry is valued at over \$1 trillion and projected to grow at an 8% compound annual growth rate by 2028. ([Source](#))
2. 48% of U.S. adults are either currently working or have worked as an independent professional at some point in their career, with the number expected to to 54% this year. ([Source](#))
3. Over 50% of consultants quit their jobs and then started their consulting business compared to 25% who started their business while still at their job. ([Source](#))
4. For 60% of consulting business owners, their first consulting client is a referral from their network. ([Source](#))
5. For over half of consultants, 60% of their business comes via referral. ([Source](#))
6. 58% of consultants work with 6 or fewer clients per year. ([Source](#))

7. 44% of consultants who feel they have enough time for their personal lives are very content with their lives — compared to 17% of consultants who don't feel they have enough personal time. ([Source](#))
8. Of consultants who are earning mid-six figures or more, over 50% of them invested in courses, coaching, or mentorship — and listed said resources as the most helpful for growing their consulting business. ([Source](#))

Consulting Revenue Statistics

How much are consultants earning?

1. 38% of consultants are earning \$10K+ per month. ([Source](#))
2. General management consulting hourly rates ranged from \$75 for less experienced consultants to \$175-\$325 for those with 15+ years of experience. ([Source](#))
3. 39% of consultants charge between \$100-\$250 per hour. ([Source](#))
4. Over 50% of consultants reach their previous income level as employees within 2 years of starting their consulting business. ([Source](#))
5. The industry average gross margin for boutique consulting firms is 20-40%. High-performing firms see margins of 50-70%+. ([Source](#))
6. The most common average dollar value (in USD) for consulting projects is \$5000-\$15K and \$15K-\$50K. 33% of consultants' average project value is in the \$15K-\$50K range. 6% of consultants' average project value is over \$100K. In North America, \$15K-\$50K+ projects are much more common. ([Source](#))
7. Consultants earning \$45K+ per month have a much higher average consulting engagement value, with over 50% of them putting their average consulting engagement value at \$50K+. ([Source](#))
8. Consultants who primarily use value-based pricing have a higher average project value than those who use hourly fees. 39% of consultants using hourly fees have an average project value of \$10K+, whereas 51% of consultants using value-based fees have an average project value of \$10K+. ([Source](#))

Consulting Fees & Pricing Statistics

How do consultants set their fees and determine their pricing?

1. The most popular pricing models for consultants are project rate (36%), followed by [value pricing](#) (26%) and [hourly fees](#) (23%). In our previous 2022 study, the breakdown was project rate (37%), value pricing (26%), and hourly (21%). ([Source](#))
2. 79% of consultants are actively looking to increase their fees. ([Source](#))
3. 39% of consultants have never tried [value-based pricing](#) because they don't know how. ([Source](#))
4. 25% of consultants will lower their fees in order to win clients. ([Source](#))
5. High-performing firms earn 70% of their revenue from existing clients. ([Source](#))
6. 88% of consultants do not list their fees on their [consulting website](#). ([Source](#))

Marketing For Consultants Statistics

How do consultants spend their time and money on marketing, sales, and business development?

1. 40% of consultants invest \$5K or less in their marketing each year. Consultants that invest more in their business are the ones who have bigger revenues. ([Source](#))
2. The type of marketing that was rated most enjoyable was Networking and Events. 16% of consultants said this was the type of marketing they enjoy most. In 2nd were direct mail and print advertising at 12%. The third was online advertising at 11%. ([Source](#))
3. The most effective form of marketing for consultants is making phone calls (16%). The second most are direct mail/print advertising (15%), and the third is networking & events (14%). ([Source](#))

4. “Making phone calls” was the most-voted answer for disliked marketing methods at 16%. Email marketing was 2nd at 13%. And online advertising was third at 12%. ([Source](#))

5. 42% of consultants said they struggle the most with sales: converting prospective buyers into clients. 31% of consultants struggle more with marketing: generating conversations with prospective buyers. 19% struggle with both equally ([Source](#))
6. For over half of consultants, 60% of their business comes via referral. ([Source](#))
7. Over 70% of consultants are generating 8 calls or less per month (that’s 2 calls or less per week with ideal clients). ([Source](#))
8. Only 25% of consultants market their business daily. ([Source](#))
9. Nearly 70% of consultants have a proposal win rate of less than 60%. ([Source](#))
10. 70% of consultants get 0 leads/calls per month from their [consulting website](#). ([Source](#))

Consulting Well-Being Statistics

How are consulting business founders doing in terms of their mental and physical well-being?

1. 57% of consultants are satisfied with the time they have for their personal lives. 43% of them are not satisfied. ([Source](#))
2. 28% of consultants take a vacation twice a year. 22% of consultants rarely take a vacation, and 21% take a vacation once a year. 20% of consultants take a vacation quarterly. On the extreme ends of the spectrum, 5% of consultants take a vacation every month, and 4% never take a vacation. ([Source](#))
3. 40% of consultants who take a quarterly vacation said they are “Very Content” with their lives — compared to only 11% who rarely take vacations. ([Source](#))

4. 44% of consultants who feel they have enough time for their personal lives are very content with their lives — compared to 17% of consultants who don't feel they have enough personal time. ([Source](#))
5. Consultants who meditate every day are much more likely to feel motivated every day (35%). Compared to consultants who rarely meditate: only 13% of them feel motivated every day. ([Source](#))
6. Consultants who rarely use social media feel much less lonely, with over 50% rating themselves as 2 out of 10 or lower on the loneliness scale. ([Source](#))
7. 66% of consultants don't have a peer support group. About 33% of consultants do have a peer support group. ([Source](#))
8. 56% of consultants work alone at home in a home office. 14% of consultants work with others remotely. 13% of consultants work with a team in an office. 12% of consultants work solo in their own office outside of their homes. And 5% of consultants work at a coworking space. ([Source](#))

Consulting Demographic Statistics

Looking for some basic demographic statistics about consultants? See the numbers below:

1. 63% of consultants we surveyed are male. 37% are female. ([Source](#))
2. 37% of consulting business owners are 50-59 years old. 29% of consulting business owners are 60+. 25% of consulting business owners are 40-49. 8% of consulting business owners are 30-39. And 1% of consulting business owners are 20-29. ([Source](#))
3. 64% of consulting business owners are in North America. 11% are in Western Europe, and 2% are in Eastern Europe. 7% are in Africa, and 7% are also in Asia. 5% are in Australia/New Zealand. 4% are in South America. ([Source](#))
4. Over 50% of consultant we surveyed are management consultants (24%), strategy consultants (21%), or operations consultants (10%). ([Source](#))
5. 46% of consultants hire contractors but don't employ anyone full-time. 39% of consultants don't use contractors or have employees. 14% of consultants have full-time employees. ([Source](#))

6. 26% of consultants have been in the business for 1-3 years. 21% have been consultants for 15+ years. 19% have been consultants for 4-6 years. 15% have been consultants for less than 1 year. 11% have been consultants for 7-10 years. And 8% have been in the business for 11-14 years. ([Source](#))

Coaching For Consultants Statistics

We also found some statistics outlining the benefits of coaching and community support for solo consultants and firm owners:

1. Companies typically see a median ROI of 7 times their initial investment in coaching. ([Source](#))
2. Of consultants who are earning mid-six figures or more, over 50% of them invested in courses, coaching, or mentorship — and listed said resources as the most helpful for growing their consulting business. ([Source](#))

3.62% of individuals who received career coaching reported significant improvements in their career opportunities. ([Source](#))

4. 63% of consultants cite networking and [referrals](#) as their most powerful marketing channel, followed by social media (25%). ([Source](#))
5. 80% of people who receive coaching report increased self-confidence. ([Source](#))
6. Organizations implementing coaching programs see a 70% improvement in individual performance and productivity. ([Source](#))
7. 96% of clients who hire coaches would repeat the process, indicating high satisfaction and perceived value. ([Source](#))
8. 98% of entrepreneur members find the motivational benefits of mastermind groups valuable or very/extremely valuable. ([Source](#))

Get Help Using Consulting Statistics To Grow Your Consulting Business

These consulting statistics above reveal clear patterns about what makes consulting businesses successful — and what holds them back.

We designed our [Clarity Coaching Program](#) to help you implement these proven success factors:

We've built the program around three core elements that the data proves consultants need:

- **A proven roadmap for growth:** With 42% of consultants struggling with sales conversion and 31% with marketing, our program provides clear, tested frameworks for both. We help you move beyond the common trap of relying solely on referrals (which 60% of consultants do) to build sustainable growth systems.
- **Expert coaching and accountability:** The statistics show that consultants who invest in coaching see dramatic improvements: 62% report significantly better career opportunities and 80% experience increased confidence. Our coaching helps you implement value-based pricing (which leads to higher project values than hourly billing), optimize your marketing investments (40% of consultants underinvest at \$5K or less annually), and build efficient systems that give you back your time — so you can work **ON** the business, not just in it.
- **Community support:** With 66% of consultants lacking a peer support group and 56% working alone from home, professional isolation is a real challenge. Our program connects you with a community of ambitious consulting founders, addressing the fact that 98% of entrepreneurs find mastermind groups extremely valuable for motivation and growth.

Whether you're looking to...

- increase your fees (like 79% of consultants),
- improve your proposal win rate (70% of consultants win less than 60% of proposals),

- or build a more balanced lifestyle (43% of consultants are dissatisfied with their work-life balance),

...our [Clarity Coaching Program](#) provides the proven frameworks, expert guidance, and peer support you need to achieve your goals.

Join the ranks of successful consultants who have invested in their growth and are building thriving, sustainable consulting businesses.

https://www.consultingsuccess.com/consulting-statistics#revenue_statistics