

Brand Development and Strategy

Global Industry Market Outlook for Brand Development and Strategy (2026 to 2031)

Source: World Economic Forum, McKinsey Global Institute, OECD, Statista (2026)

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  "subtitle": "Source: World Economic Forum, McKinsey Global Institute, OECD, Statista (2026)",  
  "yAxisLabel": "Projected global market value (USD bn)",  
  "categories": ["2026", "2027", "2028", "2029", "2030", "2031"],  
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