

2024: CONSULTING MARKET STATISTICS BRIEF

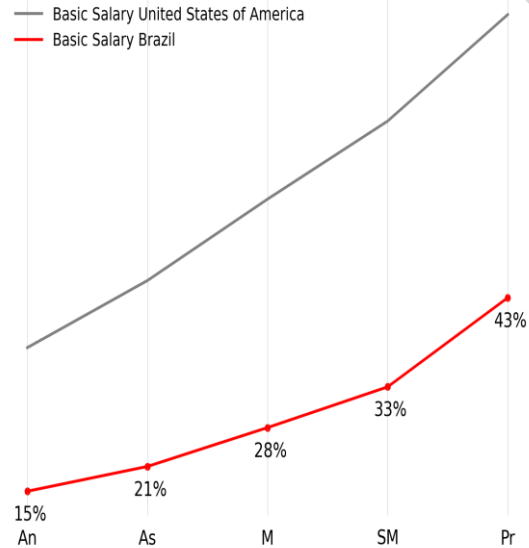
BRAZIL



Firms in analysis: 21

Lines of Business (LoBs) in analysis:
up to 40, excluding Pure Strategy
Consulting.

Consulting Salaries in Brazil (comparison with USD in %)



BRAZIL

VENCON
RESEARCH INTERNATIONAL

Year-on-year market headcount change (2023 to 2024)	+4%
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Lines of Business	1 st	2 nd	3 rd
Top 3 highest paying LoBs (excluding Pure Strategy)	Strategy-Oriented Management Consulting	IT Implementation Consulting	Big Data and Analytics
Top 3 LoBs by headcount	IT Implementation Consulting	Operations-Based Management Consulting	Big Data and Analytics
Top 3 LoBs by year-on-year headcount growth (2023 to 2024)	Human Resources Consulting	Strategy-Oriented Management Consulting	IT Infrastructure Consulting

Consultant Career				
Starting salary with BA in 2024*	25 th percentile	BRL 45.5k	75 th percentile	BRL 72.5k
Starting salary with MA in 2024*	25 th percentile	BRL 59k	75 th percentile	BRL 84k
Average time from Analyst to Partner	25 years			

Market Pay Level	
Median Analyst salary vs. USA*	15%
Median Associate salary vs. USA*	21%
Median Manager salary vs. USA*	28%
Median Senior Mgr salary vs. USA*	33%
Median Principal salary vs. USA*	43%

Avg. Median Bonus across all LoBs and levels (achieved bonus as percentage of fixed salary)	16%
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*Note: Salary data, including starting salaries, range widely across lines of business; these figures should not be taken as indicative in relation to a specific benchmarking report. Current 2025 figures, differentiated by LoB are available from Vencon Research.

The salary benchmarking data presented in this document is intended for general informational purposes only and is not a substitute for professional benchmarking services. We recommend consulting with our experts for insights and recommendations to address your specific HR needs.

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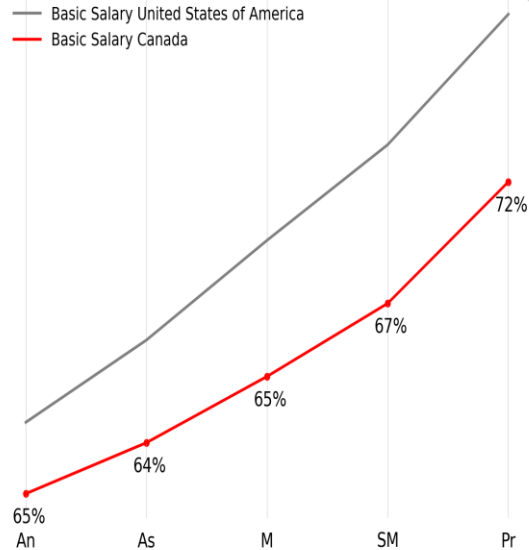
CANADA



Firms in analysis: 26

Lines of Business (LoBs) in analysis:
up to 40, excluding Pure Strategy
Consulting.

Consulting Salaries in Canada (comparison with USD in %)



CANADA

VENCON
RESEARCH INTERNATIONAL

Year-on-year market headcount change (2023 to 2024)	+3%
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Lines of Business	1 st	2 nd	3 rd
Top 3 highest paying LoBs (excluding Pure Strategy)	Strategy-Oriented Management Consulting	Risk Advisory Services	Digital Strategy and Transformation Consulting
Top 3 LoBs by headcount	IT Implementation Consulting	Operations-Based Management Consulting	Strategy-Oriented Management Consulting
Top 3 LoBs by year-on-year headcount growth (2023 to 2024)	Energy, Environment, Sustainability Consulting	IT Risk & Cybersecurity Consulting	Operations-Based Management Consulting

Consultant Career				
Starting salary with BA in 2024*	25 th percentile	CAD 70k	75 th percentile	CAD 79k
Starting salary with MA in 2024*	25 th percentile	CAD 77k	75 th percentile	CAD 88k
Average time from Analyst to Partner	25.5 years			

Market Pay Level	
Median Analyst salary vs. USA*	65%
Median Associate salary vs. USA*	64%
Median Manager salary vs. USA*	65%
Median Senior Mgr salary vs. USA*	67%
Median Principal salary vs. USA*	72%

Avg. Median Bonus across all LoBs and levels (achieved bonus as percentage of fixed salary)	11%
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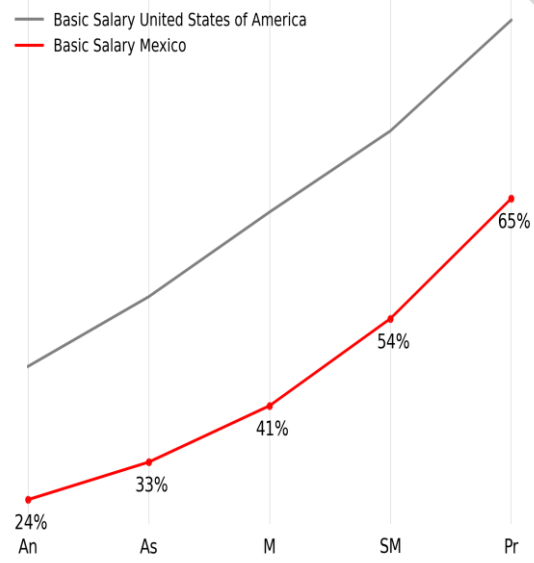
MEXICO



Firms in analysis: 19

Lines of Business (LoBs) in analysis:
up to 40, excluding Pure Strategy
Consulting.

Consulting Salaries in Mexico (comparison with USD in %)



MEXICO

VENCON
RESEARCH INTERNATIONAL

Year-on-year market headcount change (2023 to 2024)	+4%
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Lines of Business	1 st	2 nd	3 rd
Top 3 highest paying LoBs (excluding Pure Strategy)	Strategy-Oriented Management Consulting	Transaction Advisory Service	IT Infrastructure Consulting
Top 3 LoBs by headcount	IT Implementation Consulting	Operations-Based Management Consulting	IT Infrastructure Consulting
Top 3 LoBs by year-on-year headcount growth (2023 to 2024)	Human Resources Consulting	Operations-Based Management Consulting	IT Implementation Consulting

Consultant Career				
Starting salary with BA in 2024*	25 th percentile	MXN 222k	75 th percentile	MXN 372k
Starting salary with MA in 2024*	25 th percentile	MXN 274k	75 th percentile	MXN 437k
Average time from Analyst to Partner	28 years			

Market Pay Level	
Median Analyst salary vs. USA*	24%
Median Associate salary vs. USA*	33%
Median Manager salary vs. USA*	41%
Median Senior Mgr salary vs. USA*	54%
Median Principal salary vs. USA*	65%

Avg. Median Bonus across all LoBs and levels (achieved bonus as percentage of fixed salary)	10%
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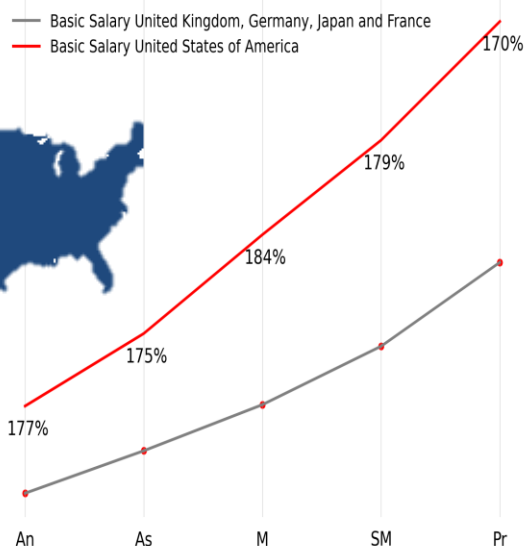
2024: CONSULTING MARKET STATISTICS

BRIEF UNITED STATES OF AMERICA

Firms in analysis: 71

Lines of Business (LoBs) in analysis:
up to 40, excluding Pure Strategy
Consulting.

Consulting Salaries in United States of America (comparison with USD in %)



Year-on-year market headcount change (2023 to 2024)

+2%

Lines of Business

	1 st	2 nd	3 rd
Top 3 highest paying LoBs (excluding Pure Strategy)	Restructuring & Turnaround Management Services	IT Hot Skills	Transaction Advisory Service
Top 3 LoBs by headcount	Operations-Based Management Consulting	IT Implementation Consulting	Strategy-Oriented Management Consulting
Top 3 LoBs by year-on-year headcount growth (2023 to 2024)	Digital Strategy and Transformation Consulting	IT Strategy Consulting	Energy, Environment, Sustainability Consulting

Consultant Career

Starting salary with BA in 2024*	25 th percentile	USD 73k	75 th percentile	USD 90k
Starting salary with MA in 2024*	25 th percentile	USD 80k	75 th percentile	USD 97k
Average time from Analyst to Partner	26 years			

Market Pay Level

Median Analyst vs. UK/DE/FR/JP*	177%
Median Associate vs. UK/DE/FR/JP*	175%
Median Manager vs. UK/DE/FR/JP*	184%
Median Senior Mgr vs. UK/DE/FR/JP*	179%
Median Principal vs. UK/DE/FR/JP*	170%

Avg. Median Bonus across all LoBs and levels
(achieved bonus as percentage of fixed salary)

15%

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