



BUSINESS GROWTH REPORT

Growth that compounds. 2026

Benchmarks, sector trends and practical playbooks drawn from 1,240 mid-market companies we advised across four regions.

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ABOUT THIS REPORT

The Consultiz Business Growth Report is our annual look at how ambitious mid-market companies grow revenue, protect margin and build resilient teams. Every chart in this edition is based on a fictional sample panel created for demonstration purposes only.

01 EXECUTIVE SUMMARY

A year of disciplined, compounding growth

Despite tighter credit and uneven demand, the companies in our sample grew faster than in any year since 2021. The winners did not spend more; they focused harder.

+18.4%

Median revenue growth
up from 11.2% in 2025

4.6 pts

EBITDA margin expansion
driven by pricing and automation

71%

Hit annual targets
versus 54% across the wider market

What changed

Growth became more concentrated. The top quartile of companies captured 62% of all net new revenue in the panel, largely by doubling down on two or three core segments and retiring low-margin product lines.

Pricing power returned. Firms that reviewed prices at least twice a year grew gross margin 2.3x faster than those that reviewed annually.

What it means

Focus beats breadth. Leaders should treat portfolio pruning as a growth lever, not a cost exercise, and reinvest freed capacity into the segments with the strongest retention.

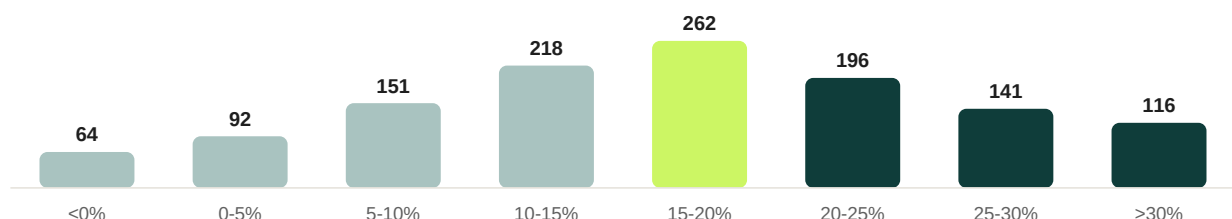
Operational data is now a board-level asset. Companies with a single, trusted KPI view made decisions 40% faster in our interviews.

Five takeaways for 2027 planning

- 1 Prune the bottom 15% of SKUs or services by contribution margin.
- 2 Move to semi-annual pricing reviews tied to value delivered.
- 3 Automate the three most manual finance and ops workflows first.
- 4 Build one KPI dashboard the whole leadership team trusts.
- 5 Tie at least 30% of management incentives to retention metrics.

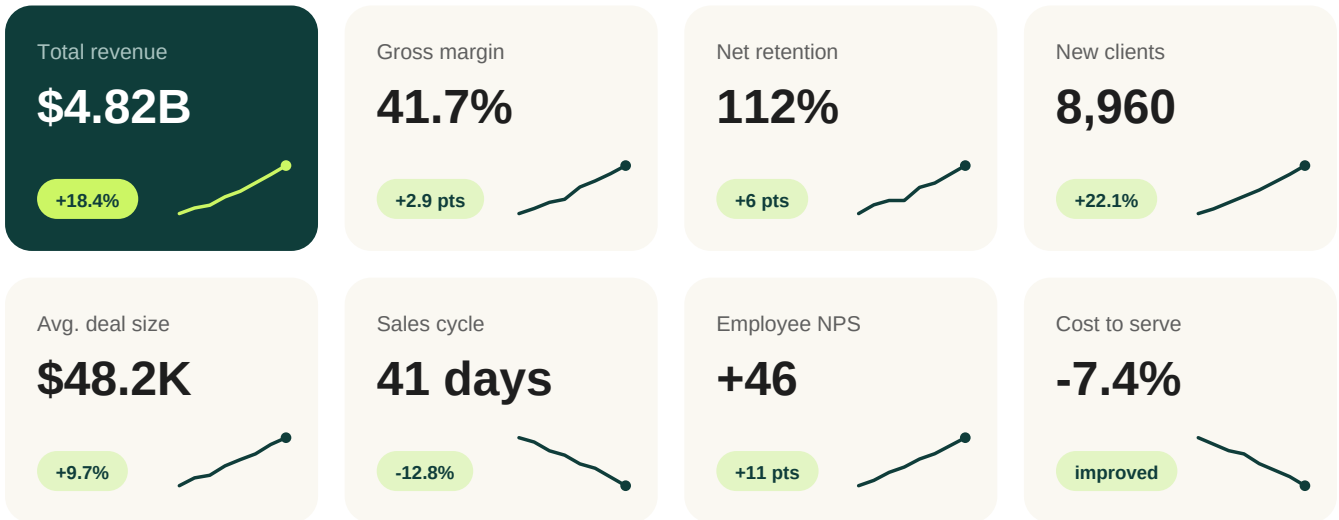
Distribution of revenue growth across the panel

Number of companies by 2026 revenue growth band (median +18.4%)



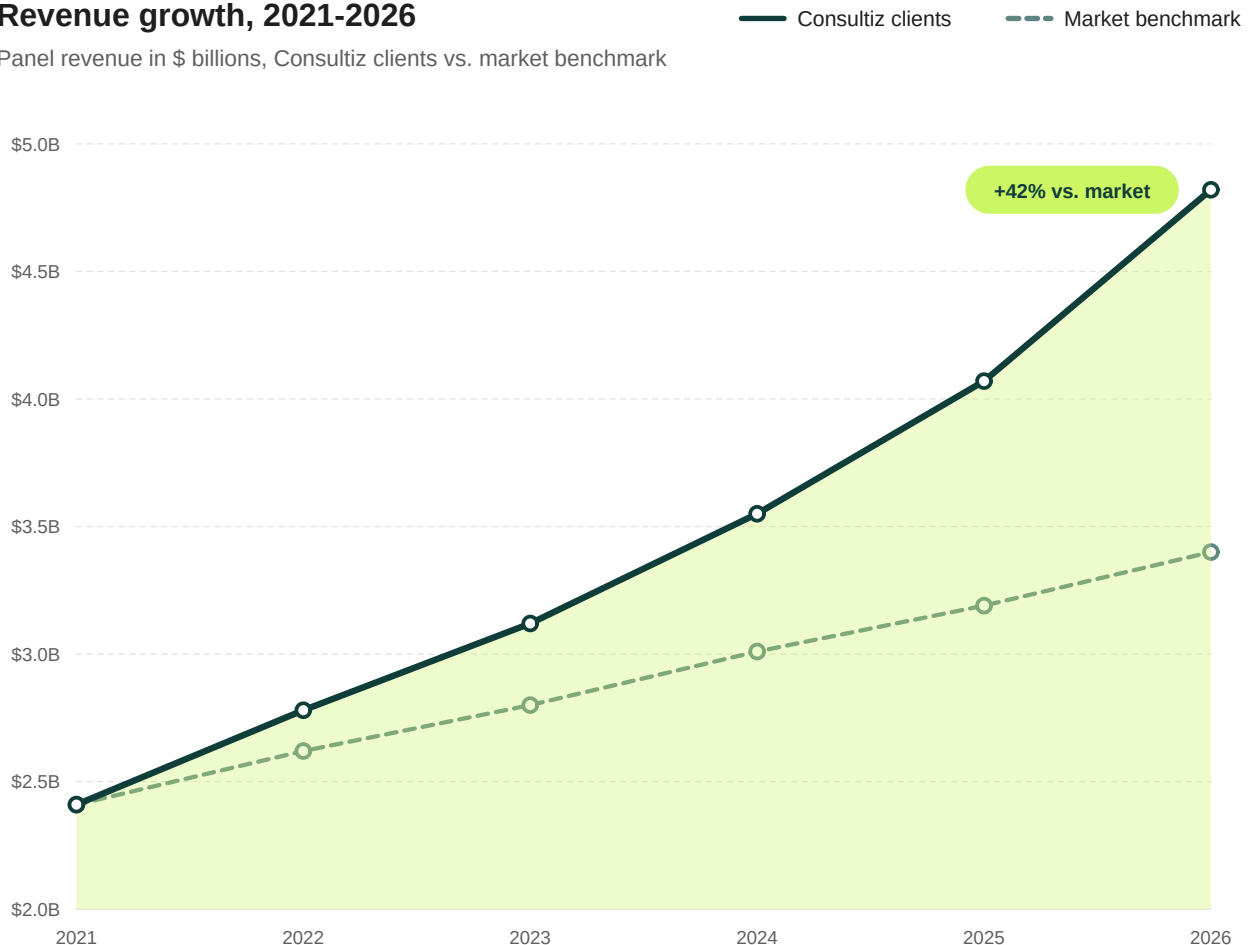
02 KEY METRICS DASHBOARD

The numbers behind the year



Revenue growth, 2021-2026

Panel revenue in \$ billions, Consultiz clients vs. market benchmark

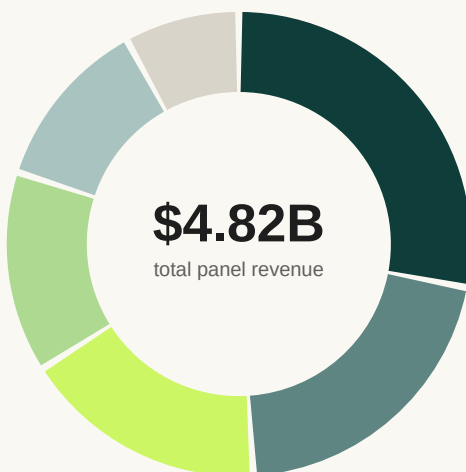


03 SECTOR & REGIONAL PERFORMANCE

Where the growth came from

Technology-enabled services and healthcare led the panel, while Europe and Asia-Pacific outpaced North America on a growth basis.

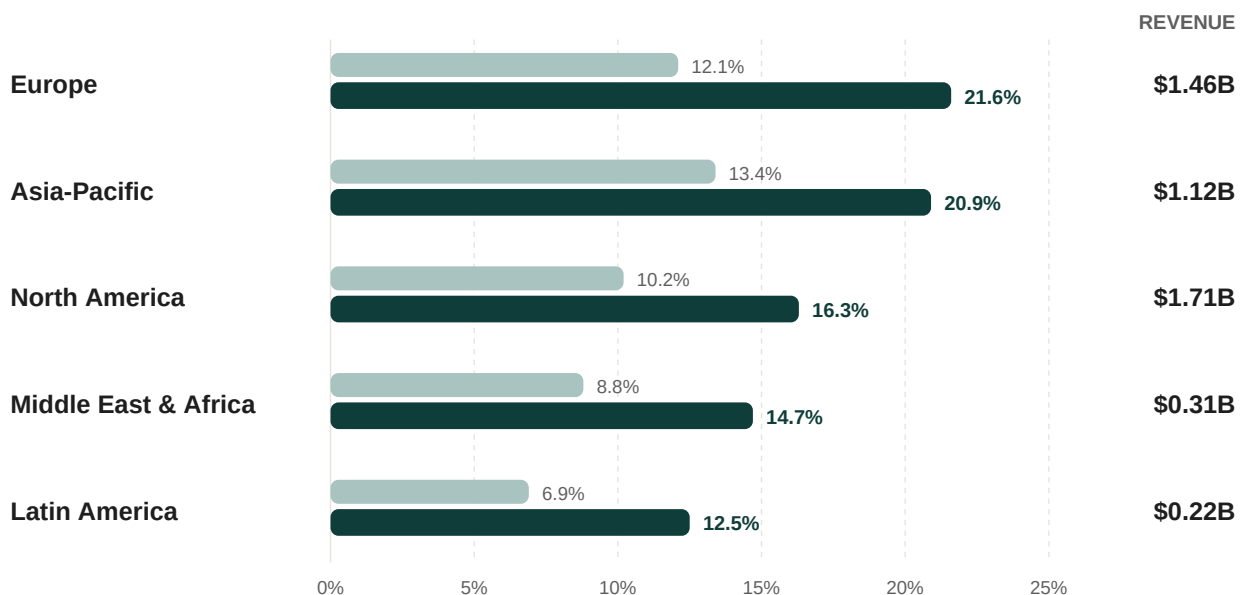
Revenue share by sector



SECTOR	SHARE	YOY GROWTH
Technology & SaaS	28%	+26%
Healthcare	21%	+21%
Financial services	17%	+14%
Manufacturing	14%	+9%
Retail & consumer	12%	+11%
Energy & other	8%	+6%

Regional performance

Year-on-year revenue growth by region, 2025 vs. 2026



04 MARKET TRENDS

Five forces reshaping the mid-market

We asked 420 executives in the panel which shifts would most affect their growth plans over the next 24 months. Impact scores are on a 0-10 scale.

01

AI in everyday operations

Embedded AI moves from pilots to finance, support and planning workflows.

IMPACT SCORE



8.7

02

Value-based pricing

Buyers reward outcomes; flat rate cards lose ground to tiered, usage-linked offers.

IMPACT SCORE



7.9

03

Talent scarcity

Specialist roles stay hard to fill, pushing firms toward upskilling and automation.

IMPACT SCORE



7.2

04

Supply chain regionalisation

Near-shoring raises costs short-term but cuts lead-time risk by a third.

IMPACT SCORE



6.4

05

Sustainability reporting

New disclosure rules turn ESG data from a marketing topic into a finance task.

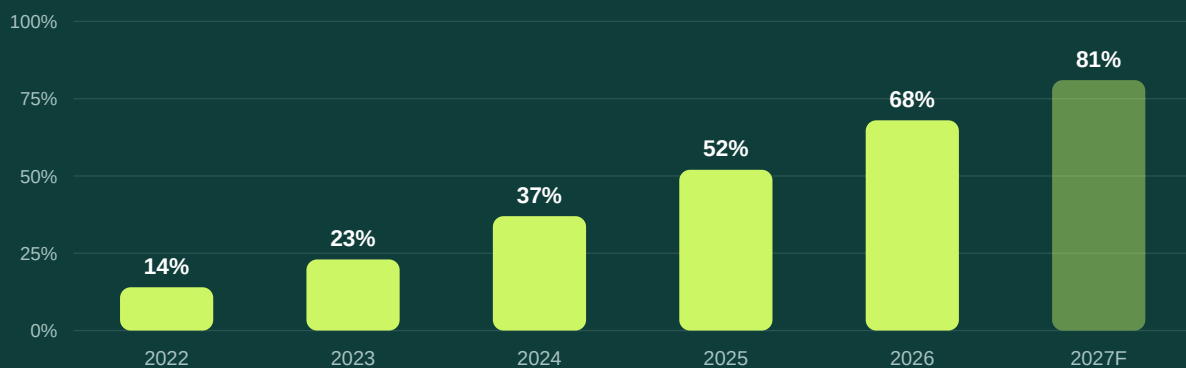
IMPACT SCORE



5.8

AI adoption across the panel

Share of companies using AI in at least one core workflow (F = forecast)



05 CASE STUDY

Harbourline Logistics: +38% in 18 months

FICTIONAL CLIENT

LOGISTICS | 320 EMPLOYEES | UK & BENELUX

The challenge

Harbourline had grown through acquisitions but revenue had been flat for three years. Pricing varied by depot, 40% of customers were unprofitable, and the leadership team lacked a shared view of performance.

Our approach

- Customer profitability analysis across 2,100 accounts
- New three-tier pricing model with service-level guarantees
- Route and depot consolidation using demand modelling
- Single KPI dashboard reviewed weekly by the leadership team

“

For the first time, everyone in the room looked at the same numbers. That alone changed how fast we could move.

Jordan Ellery

Chief Executive (fictional persona)

Results after 18 months

+38%

Revenue

+6.1 pts

Gross margin

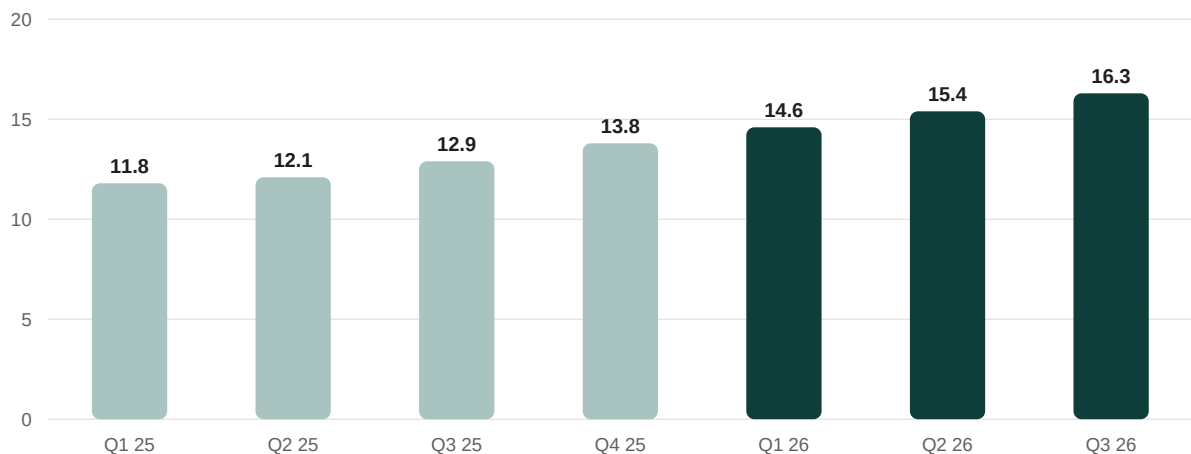
-22%

Cost per delivery

94%

On-time rate

Quarterly revenue, £ millions



06 RECOMMENDATIONS

A 12-month roadmap for sustainable growth

Six moves, sequenced so that early wins fund the larger structural changes.

FIRST 90 DAYS

Diagnose & focus

MONTHS 4-6

Reprice & simplify

MONTHS 7-12

Scale what works

1

Map profitability

Rank customers, products and channels by true contribution margin.

KPI TO WATCH **Margin by segment**

3

Launch value-based tiers

Introduce good-better-best packages and retire legacy discounts.

KPI TO WATCH **Average deal size**

5

Invest in core segments

Redirect sales and marketing budget to the top two segments.

KPI TO WATCH **Net retention**

2

Agree one scorecard

Define 8-10 KPIs the leadership team reviews every week.

KPI TO WATCH **Decision cycle time**

4

Automate the back office

Target invoicing, reporting and onboarding for quick automation wins.

KPI TO WATCH **Cost to serve**

6

Build growth capability

Upskill managers in pricing, data literacy and change leadership.

KPI TO WATCH **Employee NPS**

Typical impact when the full roadmap is delivered

+12-20%

revenue growth

Over 12-18 months, led by pricing and focus.

+3-5 pts

EBITDA margin

From automation and leaner cost to serve.

-25%

decision cycle time

With one trusted weekly KPI scorecard.

Not sure where to start?

Our growth diagnostic ranks these six moves for your business in two weeks.

[BOOK A DIAGNOSTIC](#)

07 METHODOLOGY

How this report was built

This page describes the method a real edition would follow. In this sample, all companies, people and figures are invented for demonstration.

STEP 01

Panel

1,240 fictional mid-market companies with \$20M-\$1B annual revenue, spread across six sectors and five regions.

STEP 02

Data

Financial and operating metrics for fiscal years 2021-2026, normalised to US dollars at constant 2026 exchange rates.

STEP 03

Survey

420 executive interviews and an online survey run between June and August 2026, weighted by sector and company size.

STEP 04

Analysis

Medians are used for growth figures to reduce the effect of outliers. Forecasts use a simple three-scenario model.

Panel composition

COMPANY SIZE	COMPANIES	SHARE	MEDIAN GROWTH
\$20M - \$100M	614	49.5%	+21.3%
\$100M - \$250M	356	28.7%	+17.6%
\$250M - \$500M	182	14.7%	+14.2%
\$500M - \$1B	88	7.1%	+11.8%
Total	1,240	100%	+18.4%

Definitions & notes

Net retention is recurring revenue from customers at the start of the year, including expansion and churn, divided by their prior-year revenue. **Cost to serve** is operating cost per active customer, indexed to 2025. **Employee NPS** is measured on the standard -100 to +100 scale. Figures may not sum due to rounding. Sample report with fictional data for demonstration purposes.



Let's plan your next stage of growth.

Book a free 30-minute growth diagnostic with a Consultiz advisor and benchmark your business against the panel in this report.

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