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Use Case

How Antea Group Uses Environment Analyst Market Intelligence to Drive Strategic Growth

Client: Raimond Baumans, *Executive Vice President, Global Market Intelligence Lead*, Antea Group
Global consultancy delivering environmental, infrastructure, and sustainability services.



The Challenge

Raimond is responsible for providing Antea Group's leadership with reliable insight into the environmental and sustainability services market.

To build business cases for investment, senior hires, or acquisitions, he needs credible, sector-specific market data rather than general AEC benchmarking.

While some tools provide deep analysis of business performance and profitability, their data often spans architecture and infrastructure, offering limited relevance for Antea Group's environmental and sustainability work.



The Solution


Raimond relies on Environment Analyst's Market Intelligence Service for its unique focus on environmental and sustainability consulting.

He uses the Annual Market Intelligence Report to:

- Extract highlights and trends for the executive team
- Build evidence-based business cases for strategic investments
- Support the three-year planning process, including exploration of new markets such as the bioeconomy and AI's impact on consulting

The new interactive benchmarking charts also enable him to compare Antea Group's performance against competitors by revenue, staff, regions, service areas, and client sectors.

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The charts are great and perfect for quickly comparing companies and taking screenshots for presentations. They help with creating bespoke market assessments and streamline a process we were already doing manually.

Raimond Baumans, Executive Vice President, Global Market Intelligence Lead, Antea Group



The Impact

Sharper Strategy: Data-backed insights guide investment and acquisition decisions. Market intelligence informs Antea Group's three-year strategy and highlights key market trends, particularly in emerging areas such as the bioeconomy and the impact of AI.

Time Savings: New interactive charts will streamline benchmarking and internal reporting.

Market Focus: Independent intelligence tailored to environmental and sustainability services, gives the financial performance aspects Antea Group needs.



Looking Ahead

Raimond sees further potential in Environment Analyst gathering client-side intelligence to understand how major buyers of environmental and sustainability services spend and prioritise investments.

Such insights, he notes, would help consultancies anticipate client needs and identify where they can deliver the greatest value.

Gain the insights your business needs to make informed, strategic decisions with Environment Analyst's Market Intelligence.

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