

Behavioural Science for Business

## Global Industry Market Outlook for Behavioural Science for Business (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)",  
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