



Market Intelligence

About Claire Legal

claire legal is a specialist research and development consultancy focused on the legal market.

With an in-depth knowledge of this dynamic industry, **claire legal** can deliver premium bespoke analysis of the market and its needs, ensuring that those working in the sector are positioned at the very forefront of international legal business.

Founded in 2005, **claire legal** has carried out market due diligence and research work for more than 30 leading law firms, including mandates for more than 20 of the Global 50, the largest and most prestigious legal firms in the world.

Some of the projects recently handled by **claire legal** are outlined below. Client references are available on request.

“Claire is able to give us insights that are extremely valuable as we continue to strengthen our position as the leading global law firm, and helps us as we continue to seek ways to differentiate ourselves from our competitors.”

Global head of M&A, top 10 US law firm

Recent Work

- Advising one of the 10 largest US law firms in London on a thorough review of its UK practice, with a particular focus on competitor analysis and the identification of opportunities for growth in key areas of the firm’s business. This project involved charting the firm’s progress vis-à-vis similar firms in the London marketplace against a number of criteria, and was subsequently central to the office’s annual business planning process;
- Advising a top 10 New York law firm on the best approach to building a UK-law M&A practice in London, including an analysis of the successes and failures of other similar law firms who have attempted to do the same thing. The work included identifying the UK law firms and individuals that were currently acting for the firm’s US corporate clients over here; extensive internal and external interviews to establish how the firm might differentiate itself in the recruitment market in the UK; and interviews with clients and potential clients to establish areas of opportunity for growth. The firm has since hired UK M&A partners;



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Recent Work

- Advising a top 30 English law firm on the establishment of a relationship management programme with leading American law firms, with a view to increasing referral work. This included a thorough market analysis and interviews with partners at the target firms to ascertain their demands, buying habits and openness to approach;
- Advising a top 20 American law firm on the demand for a contentious financial services practice in London, looking at the competition the firm would face in that market, the clients it should target, and the individuals it might consider hiring. The project included an examination of synergies with the firm's US practice, and the office has since implemented the report's recommendations, and has laterally hired one of the individuals identified as a target by [claire legal](#);
- Conducting market research on behalf of a major national US law firm into the current practices employed by other US law firms in London with regard to exchange rates in compensation for partners and associates, and cost of living allowances on offer;
- Advising a top 30 English law firm headquartered outside London on how best to develop its City finance practice on the back of banking relationships elsewhere. This included an analysis of the successes and failures of other firms attempting a similar strategy, as well as a look at the buying practices of the financial institutions, the competitors the firm would encounter, and the individuals it might look to hire. Again, this firm is now in the process of implementing all of [claire legal's](#) recommendations, and has hired one of the individuals named in the report; and
- Advising a major US law firm on how it should develop a hedge funds practice in the UK on the back of its established relationships in the US. This report looked at the law firms already operating in the area in London, the work they were doing, and how they had been developing their practices for key clients.