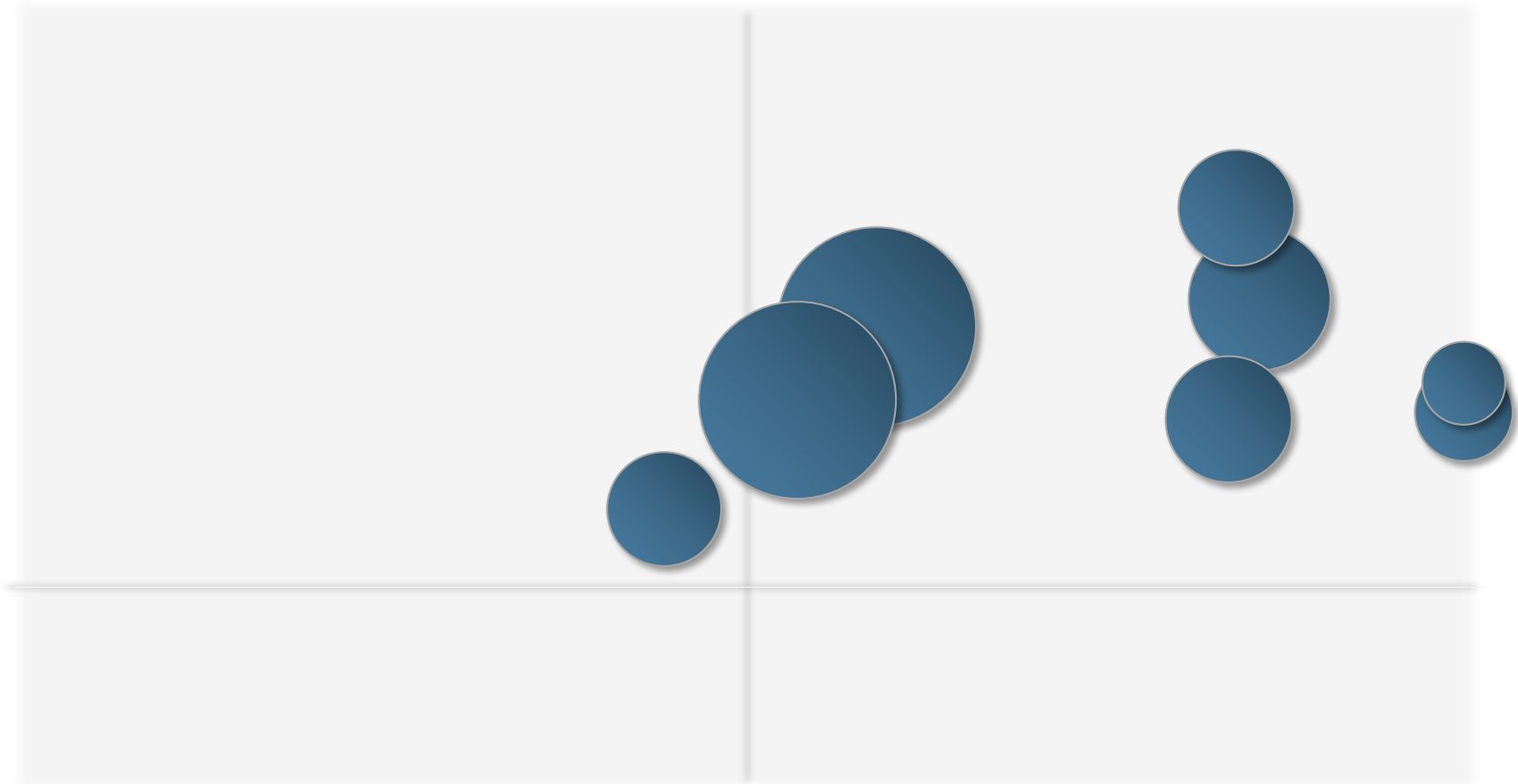


# BTI Litigation Outlook 2025: More Complexity, More Growth, More Spending

*Changes, Trends, and Opportunities For Law Firms*



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High Rate, High Growth Opportunities Detailed for 18 industries, including:

- Banking
  - Consumer Goods
  - Energy
  - Financial Services
  - Food/Agriculture
  - Health Care
  - High Tech
  - Insurance
  - Manufacturing
  - Pharmaceuticals
  - Professional Services
  - Real Estate
  - Retail Trade
  - Telecom
  - Transportation
  - Regulated Utilities
-

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- Powerhouses – 6 Firms
- Leaders – 20 Firms
- Distinguished – 39 Firms
- Standouts – 41 Firms

### Class Action Litigation | 42

- Powerhouses – 8 Firms
- Leaders – 21 Firms
- Distinguished – 41 Firms
- Standouts – 42 Firms

### Cybersecurity Litigation | 46

- Powerhouses – 5 Firms
- Leaders – 13 Firms
- Distinguished – 25 Firms
- Standouts – 42 Firms

### Securities & Finance Litigation | 50

- Powerhouses – 6 Firms
- Leaders – 17 Firms
- Distinguished – 26 Firms
- Standouts – 16 Firms

### Complex Employment Litigation | 54

- Powerhouses – 11 Firms
- Leaders – 44 Firms
- Distinguished – 34 Firms

### Employment Litigation | 57

- Powerhouses – 7 Firms
- Leaders – 45 Firms
- Distinguished – 25 Firms
- Standouts – 22 Firms

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## Client Law Firm Preference and Favorites (cont.)

### Product Liability Litigation | 61

- Powerhouses – 9 Firms
- Leaders – 31 Firms
- Distinguished – 15 Firms
- Standouts – 28 Firms

### Complex Commercial Litigation | 65

- Powerhouses – 9 Firms
- Leaders – 14 Firms
- Distinguished – 44 Firms
- Standouts – 53 Firms

### Commercial Litigation | 69

- Powerhouses – 7 Firms
  - Leaders – 58 Firms
  - Distinguished – 46 Firms
  - Standouts – 34 Firms
-

# Order Litigation Outlook 2025 Here

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**Click here to order** **Litigation Outlook 2025:**  
**More Complexity. More Growth. More Spending**



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### The Most Feared

- The 4 law firms clients don't want to see on the other side of the table

### Feared Firms

- 5 Firms

### Awesome Opponents

- 46 Firms

### Intimidating Opponents

- 29 Firms

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# At a Glance

- More than 2/3 of clients increasing their spending plan 10% increases or more
- Complex work shows the biggest increases in spending
- Clients more open to hiring new firms than any time in the last 10 years

## **More than 2/3 of companies are increasing their litigation budgets by more than 10%.**

This means clients will have a large set of needs and risks. Some of the strategies capturing this new work are:

- Very early assessments
- Offering de-risking strategies
- Strategic planning for risk and overall litigation management
- Scenario planning for different outcomes to develop better strategies
- Bringing more junior associates to add perspective to new areas such as cryptocurrency, social media, and online disputes
- Brainstorming around new approaches

Litigation is more aggressive than it has ever been — and will get more so. This changes the way winning law firms pitch and develop business — and how clients select their law firms.

The new law firm dynamics also create large pockets of spending on outside counsel as each matter requires more assessment and law firm resources. These clients rely heavily on peer referrals and networking. And they love new ideas and fresh strategies — favoring the new law firms.

For the 2<sup>nd</sup> year in a row — this is a perfect time for law firms to network clients together to discuss litigation management and issues. It will become a client magnet.

---

*Our 15<sup>th</sup> BTI Litigation Outlook reveals the vast increase in complexity and spending in litigation. It also uncovers how much more aggressive litigation has become.*

*Increased spending, complexity and aggressiveness create big opportunities for law firms.*

*Clients are:*

- *Boosting spending by more than 10%*
- *More open to hiring new law firms than they have been in years*
- *And they are more selective at the same time*

*Clients' 2025 litigation and hiring plans bring a whole new set of business development demands — all outlined in rich detail in this report.*

*BTI Litigation Outlook 2025 immediately helps you identify the most compelling opportunities — and the business development strategies to get the work. Order today!*

---



# 7 Key Trends Shaping Litigation in 2025



57% of clients are increasing litigation spending in 2025 — up from 2024



More than 2/3 of clients increasing litigation budgets plan a 10% increase or more



Spending well in excess of caseload growth — facing largest matters in their careers



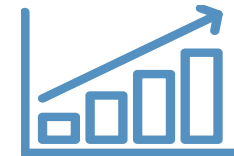
Clients more selective in picking law firms than ever — due to rising complexity and risk — but also more open to new firms



Law firms becoming more aggressive in litigation — changing how clients select law firms

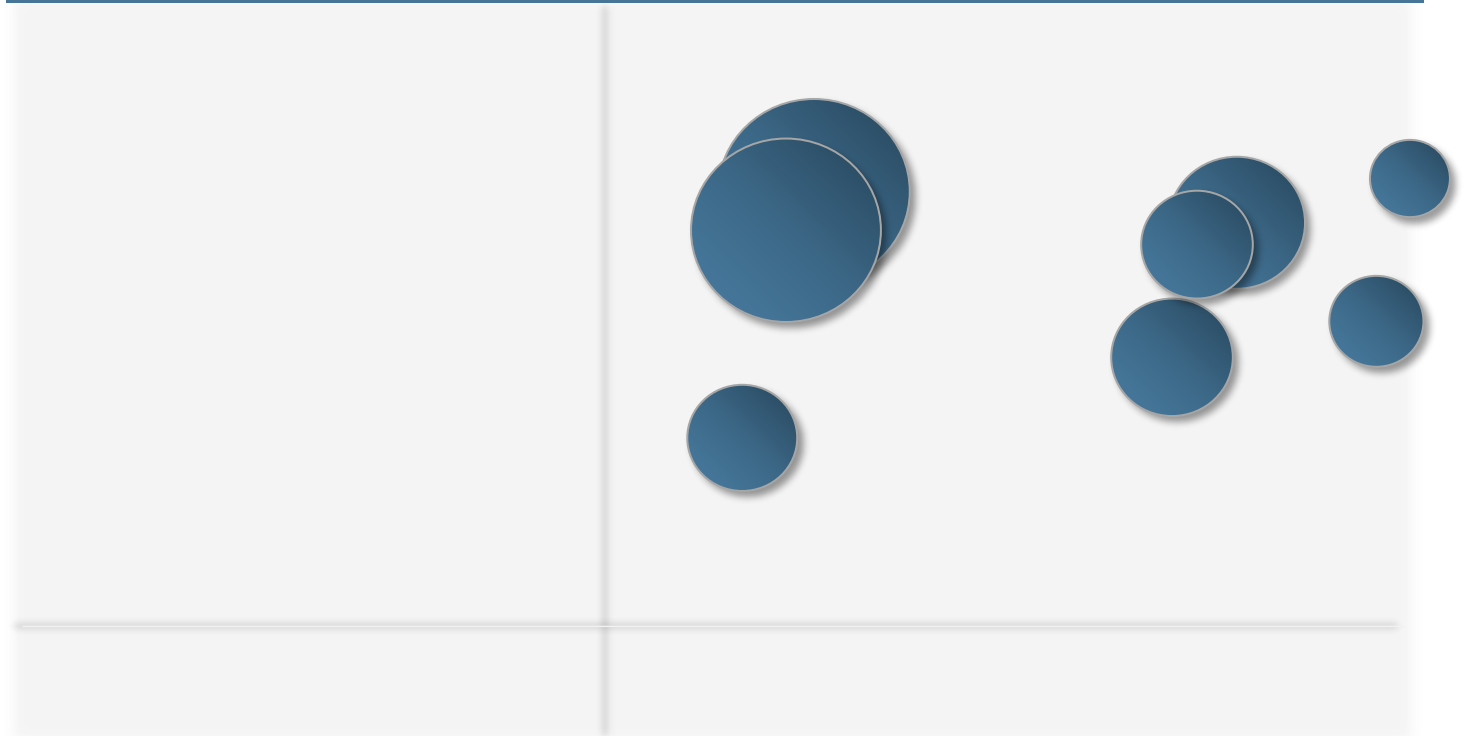


5 areas of litigation show acute demand



Big growth in high-stakes and bet-the-company litigation

## BTI's Litigation Forecast 2025 Opportunity Roadmap



# How to Use BTI's Litigation Forecast 2025

## Identify Growing (and Shrinking) Market Segments

*Vertical axis measures 2025 growth potential*

- Practices above the zero-growth line highlight segments growing faster than the overall market
- Practices below the growth line are growing slower than the market

## Pinpoint Premium Rate Opportunities

*Horizontal axis identifies relative average rates*

- Practices on the right side of the chart garner higher average hourly rates
- Practices on the left side of the chart experience greater rate pressure

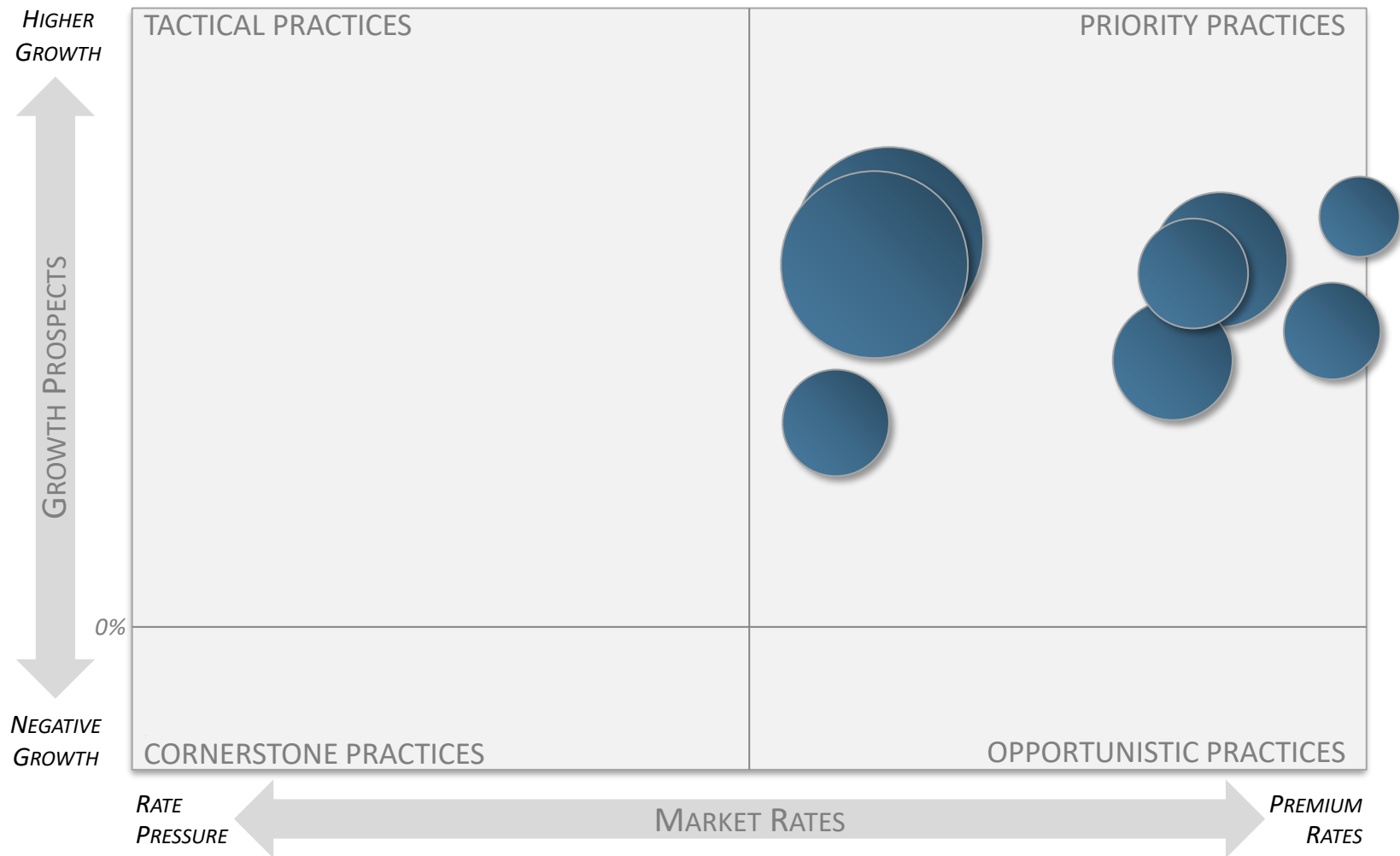
## Understand Extent of Opportunities

*Bubble size measures market size*

- The size of each practice bubble measures the total corporate counsel spending in the litigation segment



# BTI's Litigation Forecast 2025



# Industry Assessment for 2025

## BTI Opportunity Zone



# How to Use BTI's Opportunity Zone Chart

The BTI Opportunity Zone chart is a comprehensive look at growth prospects by cross section of industry and litigation segments. This chart is your roadmap for understanding how different client organizations will react to service offerings and rates in the upcoming year. Use this guide to better leverage resources, assemble right-sized pricing structures, and target hot opportunities.

## **BTI Hot Opportunities**

The intersection of industries and litigation segments tagged for prime growth and higher-than-market rates

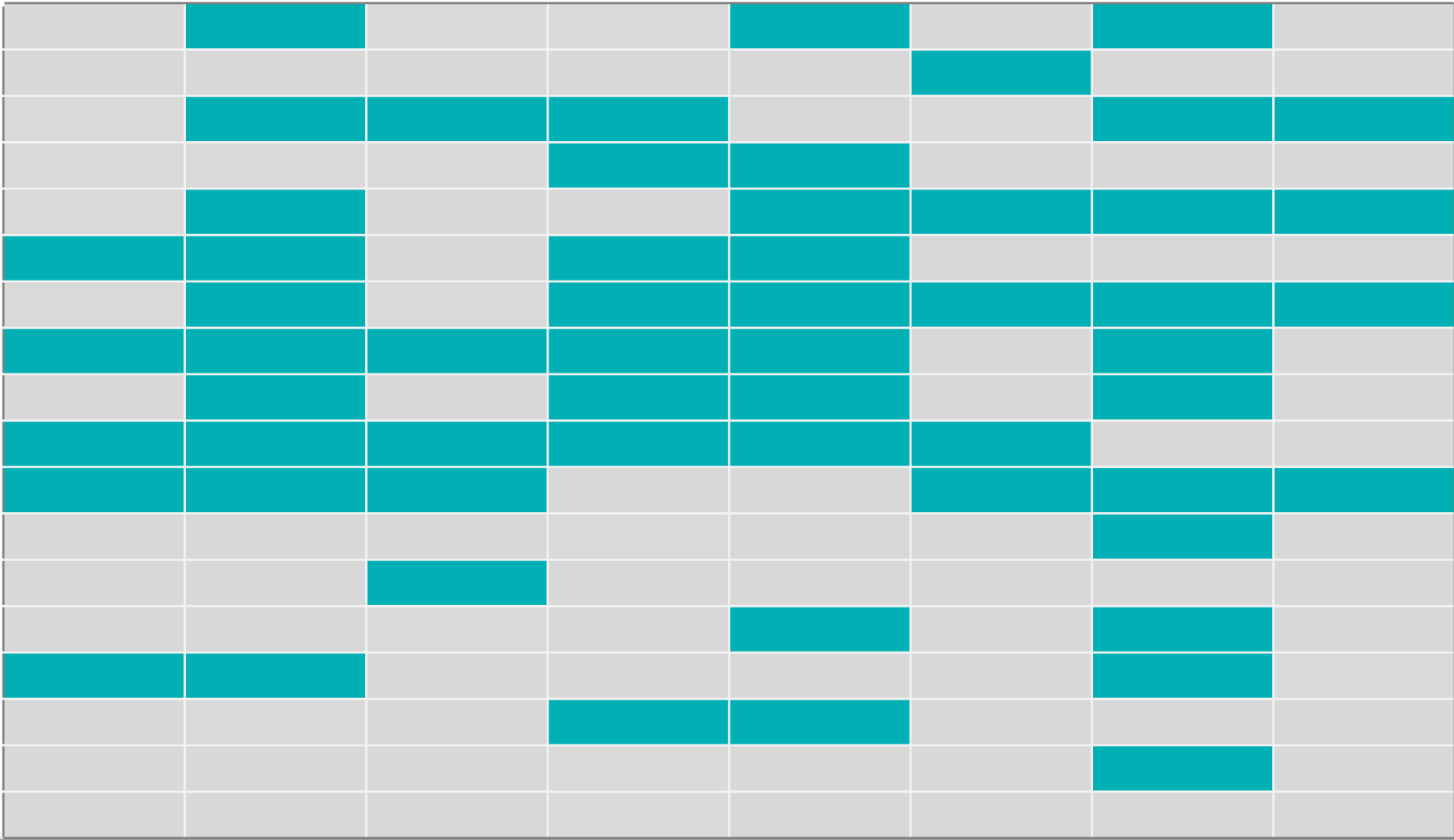
## **Market Neutral**

The intersection of industries and litigation segments expected to see average or neutral growth

## **Pressure Points**

The intersection of industries and litigation segments expected to experience price sensitivity or pushback

# BTI Opportunity Zones 2025: Opportunities by Industry and Litigation Segment



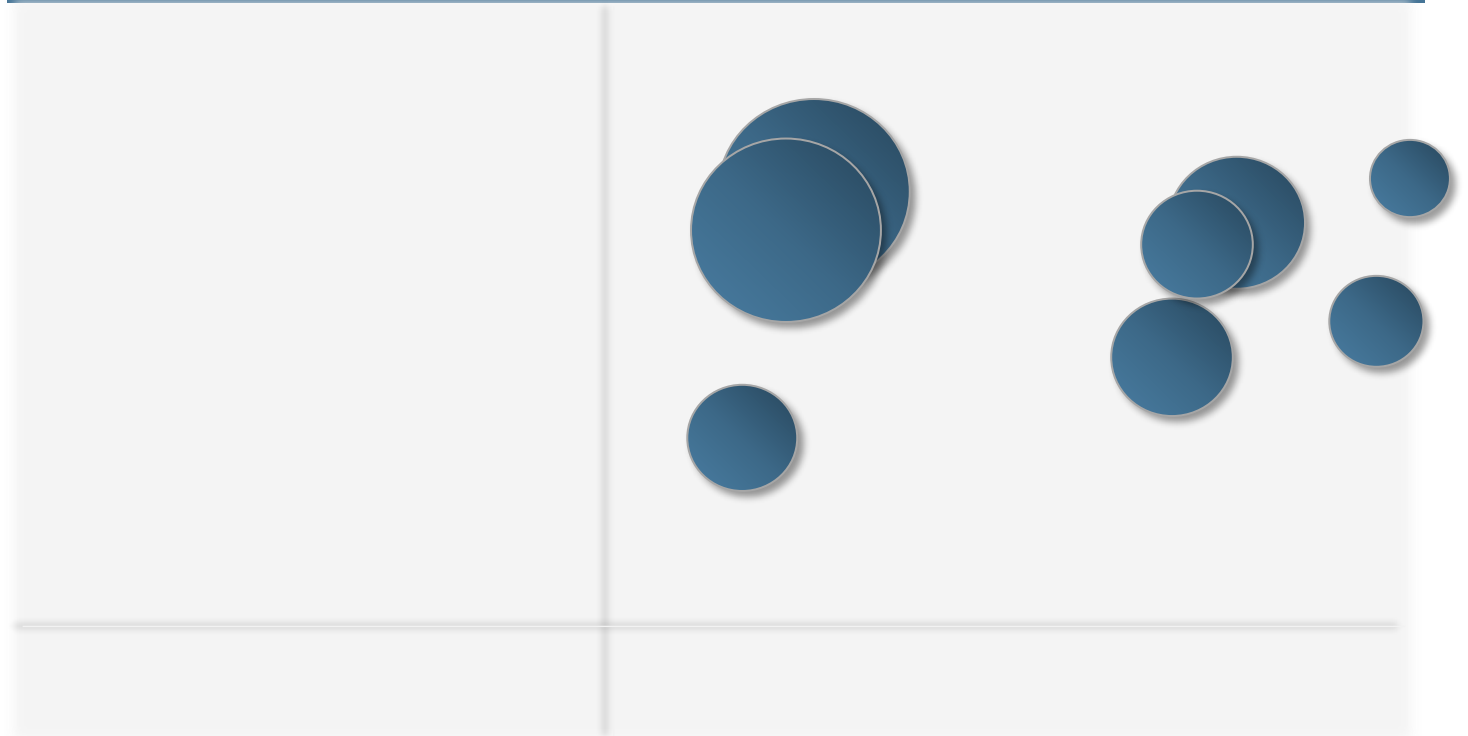
**BTI Hot Opportunity:**  
*Higher Need, Higher Rates*

**Market Neutral**

**Pressure Point:**  
*Pressure on Rates*

# Client Law Firm Preference and Favorites

## Law Firm Leaders





# Litigation Powerhouses: Law Firms Leading the Litigation Market

As litigation gets more complex and firms become more aggressive — clients are spending more as they reevaluate their options of law firms based on:

- Ideas and approaches
- Client service
- Prior performance
- Prowess in dealing with aggressive counsel

Top legal decision makers identify the firms best suited to meet their most pressing litigation needs.

Congratulations to these 270 firms for this impressive performance — singled out by clients with no prompts or suggested names.

**IP Litigation | 38**

**Class Actions Litigation | 42**

**Cybersecurity Litigation | 46**

**Securities & Finance Litigation | 50**

**Complex Employment Litigation | 54**

**Employment Litigation | 57**

**Product Liability Litigation | 61**

**Complex Commercial Litigation | 65**

**Commercial Litigation | 69**

**The BTI Fearsome Foursome | 73**

# The BTI Fearsome Foursome

Aggressive, Perplexing, Previously Unseen and Occasionally Bizarre – the words clients use to describe litigation.

Who better to defend or in some cases bring the action — The Fearsome Foursome. These are the firms striking the utmost fear into the hearts of seasoned general counsel and legal decision makers. The BTI Fearsome Foursome are the firms clients tell us they least want to see on the other side of the table in litigation. The Fearsome Foursome define new rules to play by, are relentless, cunning, aggressive, very smart, and play to win — and win big.

Only 4 of the 84 law firms clients don't want to litigate against stand out as the most Fearsome. Congratulations to The BTI Fearsome Foursome of 2025 for their intense approach and fierce tactics in today's ever evolving, complex, and dynamic litigation market.

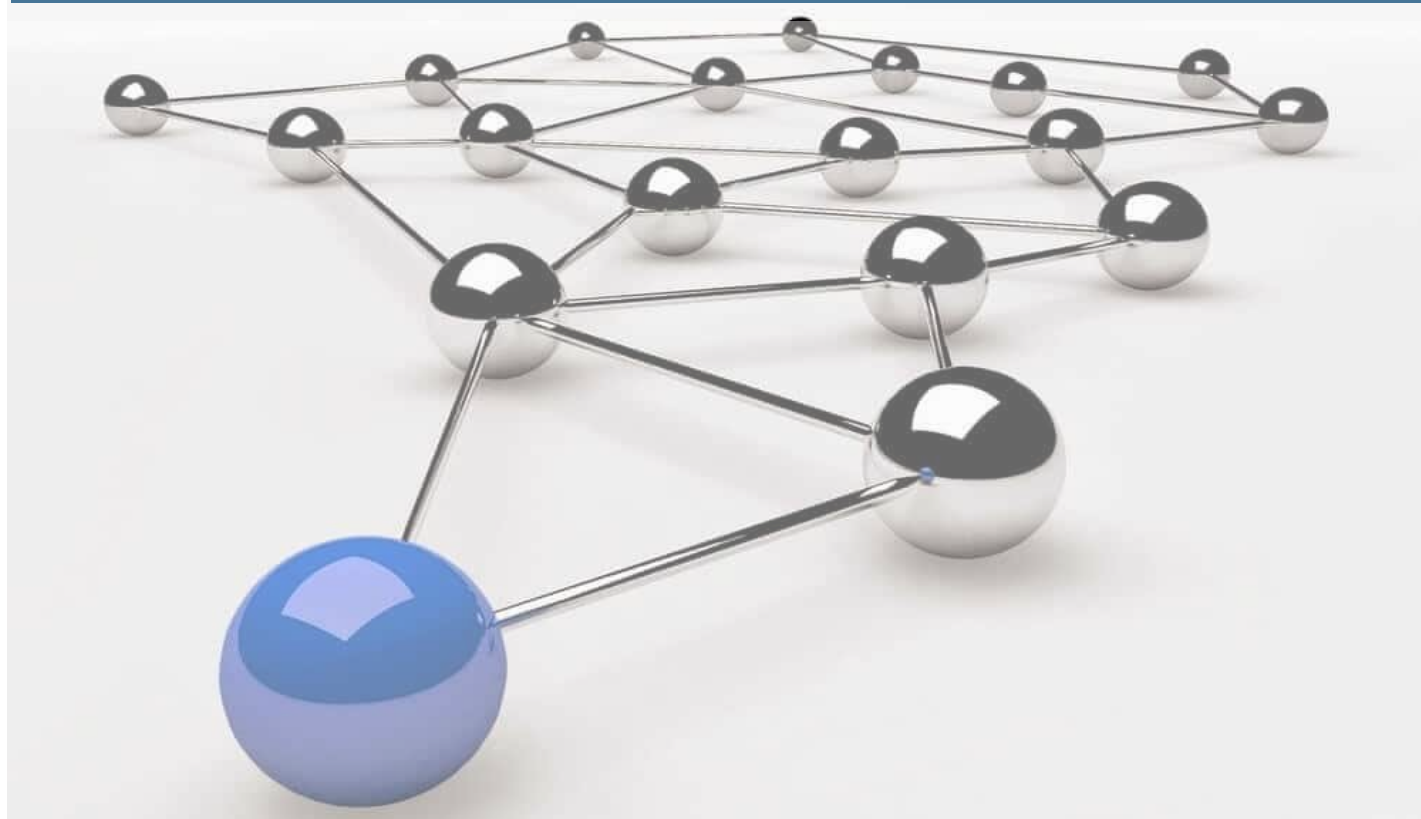
*The BTI Fearsome  
Foursome  
2025  
to be announced on  
September 12, 2024*



See pages 74-76 for the full list of law firms legal decision makers say they want to steer clear of during disputes.

# BTI Litigation Outlook 2025

## Methodology

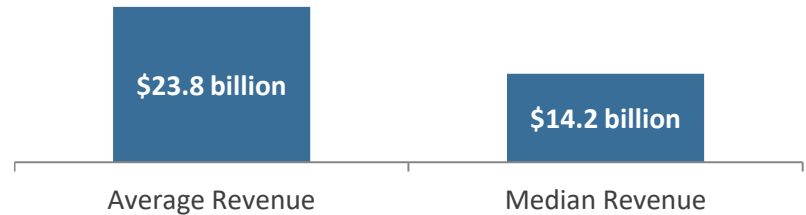


# Our Methodology and Approach

INDEPENDENT, ORGANIC, UNBIASED RESEARCH, BASED SOLELY ON CLIENT FEEDBACK

Survey Participant Demographics	
Research	More than <b>350</b> in-depth surveys
Time Frame	Primarily between <b>June 2024</b> and <b>August 2024</b>
Incentives	Respondents receive a complimentary report of benchmarks and metrics

Legal Decision Makers Responsible for Litigation
<ul style="list-style-type: none"><li>• Head of Litigation</li><li>• Chief and Vice President of Litigation</li><li>• General Counsel/Chief Legal Officer</li><li>• Direct report to General Counsel</li></ul>
Organizations with Highest Levels of Legal Spending



Representative of more than 15 Industry Segments
<ul style="list-style-type: none"><li>• Banking</li><li>• Chemicals</li><li>• Consumer Goods</li><li>• Energy</li><li>• Financial Services</li><li>• Food &amp; Agricultural</li><li>• Health Care</li><li>• High Tech</li><li>• Insurance</li><li>• Manufacturing</li><li>• Pharmaceuticals</li><li>• Professional Services</li><li>• Retail Trade</li><li>• Real Estate</li><li>• Telecom</li><li>• Transportation</li><li>• Utilities</li><li>• Wholesale Trade</li></ul>

***BTI Litigation Outlook 2025** is based solely on in-depth surveys and telephone interviews with leading legal decision makers. This comprehensive analysis trends data from more than 24,000 corporate counsel client interviews conducted over the span of 23 years.*

***This research is independent and unbiased —no law firm or organization other than BTI sponsors this study.***

*Each year, BTI reaches out to a strategically designed group of top legal decision makers at large organizations with \$1 billion or more in revenue. We target the decision makers in the industries who spend the most on legal affairs as well as thought leaders and innovative Chief Legal Officers. Our survey also includes Chief Legal Operating Officers and business executives who hire and influence the selection and hiring of law firms.*

*Participants are granted confidentiality at the individual and organizational level.*

# BTI Consulting Group

## About Us



# What We Do

For 30 years, we've successfully helped our clients strategically drive revenue, boost performance, attract and retain clients, develop more business in new and existing markets, and create enduring relationships with our data-driven customized programs and solutions tailored to meet each client's specific and unique needs. We examine the market from your client's perspective with a measurable, innovative, and high-impact approach.

From in-depth independent research to one-on-one interviews with C-suite executives, top legal decision makers, and market leaders, our expertise and insight will help you understand — as well as benchmark — how clients acquire, manage, and evaluate their professional services providers.



## Client Feedback Programs

We help you reveal powerful, defining client insights you simply can't get anywhere else through innovative, world-class feedback.



## Business Development Training

We help you and your firm catapult your business development skills, culture, and mindset, fast.



## Client Service Excellence

We help you redefine how clients think about you and your firm for the short- and long-term.



## Market Research and Insightful Client-Centric Reports

Authoritative, innovative, and practical advice from our research. BTI's client service rankings, brand health assessments, market forecasts and more are the industry gold standard.

# Market Research, Expertise, and Insights

AUTHORITATIVE, INNOVATIVE, AND PRACTICAL ADVICE FROM OUR RESEARCH

Law firms who would otherwise have little insight into corporate counsel hiring decisions, goals, law firm preferences, market positions, and detailed recommendations can now gain access to the same research used by the largest and best performing firms in the world. The data and insight found in BTI's reports are used to train attorneys, guide business development, inform strategy, and calibrate market trends against firm tactics. In short, you get many of the benefits of a custom study commissioned for your firm, at a fraction of the cost. These insights are proven to drive growth and client retention and protect fees.

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## BTI Benchmarking Law Firm LinkedIn Performance 2023



Your firm's LinkedIn engagement prowess drives new business, inbound leads, and provides an outlet for attorneys. BTI Benchmarking Law Firm LinkedIn Performance 2023 delineates how law firms are performing along 12 key metrics and includes detailed recommendations on improving your position.

 **Order Now**

## BTI Practice Outlook 2024



Your annual guide to targeting your clients' legal dollars with precision. Guide your business plans with insight straight from your clients on how they plan to divvy up their outside counsel budgets. Plus, learn the 7 trends shaping the legal market in 2024 and more.

 **Order Now**

## BTI Client Service A-Team 2024



Long considered the gold standard in measuring client service performance by clients and law firms alike, the BTI Client Service A-Team 2024 is the only source for measuring client service solely from the client perspective. Now in its 23<sup>rd</sup> year — this is the most important edition ever with more than 300 new, in-depth interviews.

 **Order Now**

# Questions? Comments?



## Michael B. Rynowecer, President

For questions, research inquiries, and information on BTI's client feedback programs, market insight research, seminars, training, or workshops, please contact us via email or by calling **+1 617 439 0333**.

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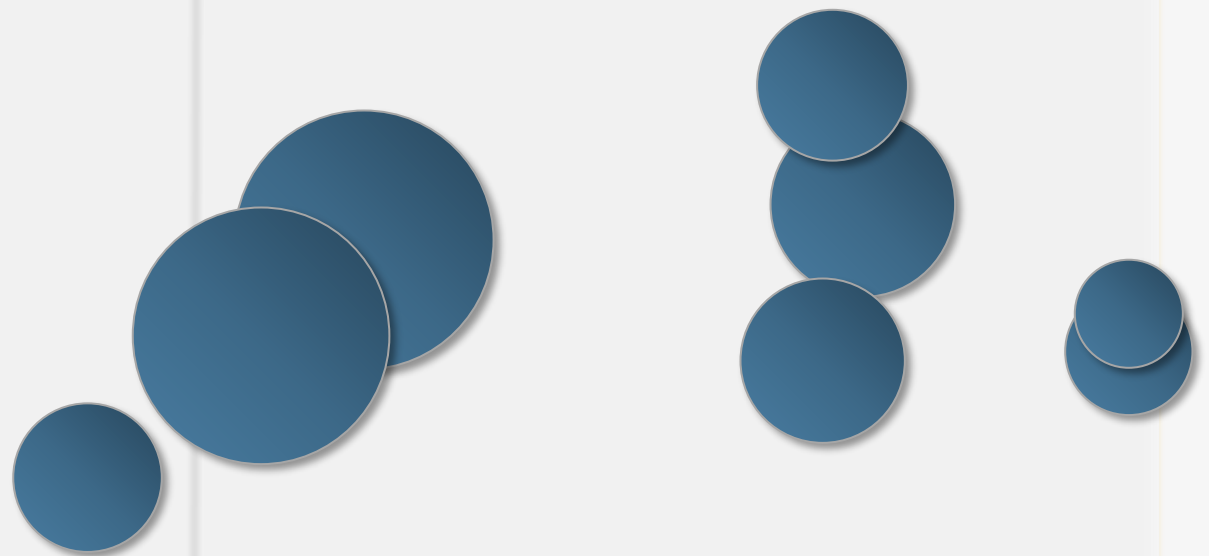
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