

Typical industry budget benchmarks by sector vary depending on the focus, such as marketing spend, IT/software development, or general project budgets. Here is a concise summary of common benchmarks across major sectors:

Marketing Budget Benchmarks (% of Company Revenue)

Industry	Typical Marketing Budget Range (% Revenue)
Banking/Finance/Insurance	~6-10%
Communications/Media	~8-14%
Consumer Packaged Goods	~15-25% (higher due to advertising intensity)
Consumer Services	~10-12%
Education	~3-6%
Energy	~3-5%
Healthcare/Pharma/Biotech	~6-14%
Manufacturing/Industrial	~3-8%
Mining/Construction	~3-6.5%
Professional Services	~5-10%
Real Estate	~3-10%
Retail/Wholesale	~5-15%
Service Consulting	~20-21%
Software/Technology	~11-15%
Transportation/Travel	~6-8% (software development related)
Nonprofit/Charity	~1-3%

Sources: GravitAgency, Etropo, Databox, Asymmetric.pro.

Software Development Budget Benchmarks (% of Revenue)

Industry	Software/IT Spend (% Revenue)
Software as a Service (SaaS)	15-20%
Retail	6-8%
Insurance	4-6%
Logistics	6-8%
Automotive	3-5%
Biotechnology	8-12%
Healthcare	7-10%
Pharmaceuticals	8-12%
Energy	4-6%
Construction	3-5%
Media and Entertainment	8-12%
Transportation	6-8%
Real Estate	3-5%
Food and Beverage	4-6%
Chemicals	4-6%
Consumer Goods	5-7%
Mining	3-5%
Travel and Tourism	6-8%

Advertising 8-12%
Education 3-5%
Utilities 4-6%
Services 5-7%
Sources: ITMagination.

Notes

Marketing budgets tend to represent a percentage of annual revenue and vary widely by industry type, competitive intensity, and business model.

Software development and IT spends are also expressed as a percentage of company revenue, reflecting investment in digital capabilities and innovation.

Service or consulting industries often allocate a higher percentage to marketing given the personalized nature of their offerings.

Nonprofits typically have lower marketing budgets as a percentage of revenue.

Construction and mining industries have relatively modest software development spends due to their capital-intensive nature.

This benchmarking helps companies align their budgeting with industry norms, improving financial planning and competitiveness.

If you want industry-specific benchmark tables formatted for project budgeting, marketing spend, or IT investment, or historical trend analysis for your sector, I can provide further customized breakdowns.