



Mainland Europe Law Firm Brand Index 2022

Regional Law Firm Brand Indexes 2022

How critical is it to the success of a law firm's brand to foster deep trust with clients and seek to maintain high-quality relationships? The global pandemic certainly taught the legal industry the importance of having a strong and clearly defined brand when it comes to attracting clients and gaining their trust.

During the pandemic, many clients sought out their most trusted legal advisors to help them chart a course through the uncertainty; and as such, crucial components of strong relationships — such as firm favorability and brand awareness in the minds of clients — were key factors.

All of this is underscored in the newly published *Regional Law Firm Brand Indexes 2022* from Thomson Reuters, which clearly demonstrates that those law firms that were among the most favored by clients saw the most growth in this year's Indexes. The new Regional Indexes cover the legal markets in five separate countries or regions — the United States, the United Kingdom, Mainland Europe, Canada, and the Asia-Pacific region. In this report, we'll be taking a closer look at the Mainland Europe Law Firm Brand Index 2022. If you are interested in gaining a holistic view of all five legal markets, please download your copy of the [Regional Law Firm Brand Indexes 2022](#) report on the [Thomson Reuters Institute](#) website.

Considerations

All interviews were undertaken in strict accordance with the rules governing best practice in research. No law firm or other third party had any involvement in selecting sample, analyzing, or influencing responses or the Indexes rankings.

The sample is random across each individual country or region with all major industries and sections represented consistently allowing for reliable benchmarking. The sample of respondents that come from outside of each featured country or region are comprised of senior legal buyers who sit outside the featured country or region, including Canada, Latin America, U.K., Europe, U.S., the Middle East, Africa, and the Asia-Pacific region.

The Indexes are not a reflection of technical competence alone — they are a reflection of which firms are upper-most in clients' minds, to which firms clients are most attracted, and to which they are most likely to give their work. How the rankings in each Index change over time shows which firms are doing a better job of making and maintaining a meaningful relevant impression with clients through experience, relationship development, and taking an approach to the market that really aligns with clients' goals and needs.

To learn more about each Regional Law Firm Brand Index or to gain access to global legal market data to improve firm performance and sharpen your competitive edge, please contact strategic_insights@thomsonreuters.com.

Mainland Europe Brand Index 2022

Similar to other key legal markets, clients in Mainland Europe have begun to place less emphasis on traditional, historic relationships and the long-standing reputations of individual lawyers. And, not surprisingly, this shift in attitude has only grown as we move out of the shadow of the pandemic. Instead, European clients are gravitating toward those law firms that they see as best-in-class partners that can demonstrate the knowledge and technical application they are now seeking.

More specifically, those European clients surveyed said they are looking to work with outside law firms that have unrivalled technical acumen, deep-subject matter expertise, and an understanding of how these attributes can be applied to address clients' strategic challenges. In fact, European general counsel stressed how important it was for their departments and organizations to come to grips with the challenges of digitalization and are seeking external legal guidance in that regard.

These European GCs, like those in other regions, are anticipating strong increases in their legal spend, with three times as many GCs saying they're increasing their legal spend this year compared to last year.

Fueling these spending increases in part is the steady growth in cross-border legal work, with the portion of the market anticipating international legal spending to increase at its highest level in the last five years. And like in the United Kingdom and the Asia-Pacific legal markets, managing cross-border regulatory changes is expected to be a heady challenge for clients in Mainland Europe.

What the Index showed

This year's top 10 in the Mainland Europe Index is dominated by the largest of global law firms that can boast a meaningful presence in terms of an active presence across key European markets. Clients also cited these firms' ability to combine that meaningful global network with a reputation for technical specialty and high-quality legal service delivery. Indeed, we have to move into the firms ranked 11th to 20th before we can see more of the region's premium firms whose strength is anchored in their local market.

Atop the Index for Mainland Europe, Baker McKenzie takes the top spot for the fourth consecutive year. The firm's strength across the region, coupled with its ability to connect their European clients with the rest of the world has been a key driver in the firm's positioning. However, it's more than just scale that has secured Baker McKenzie's top spot for the last few years. Increasingly, the firm is developing a reputation for its client focus, specialist knowledge, ability to handle important work, and delivery of top-notch results. This combination of strength and depth has generated a score twice the number of points given to the next closest firm.

Among other firms, Clifford Chance and Allen & Overy have stood out in this year's Index for Mainland Europe. Clifford Chance jumped up to second place from fourth; while Allen & Overy moved into third from last year's sixth. Both firms have grown their favorability in the eyes of clients on the back of their specialist expertise and ability to deliver on the highest stakes work consistently across the European continent. In fact, the key to both firms' success has been their ability to make strong brand gains across key markets of Germany, France, Italy, and Spain.

Also, Paris-based CMS moved up to their highest position in the last three years, breaking into the Top 5 with a different proposition: offering high quality work through an investment in understanding clients' business. At the same time, CMS also maintains a strong sense of value which has resonated well with those clients striving to create cost efficiencies.

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TOP 5

1 **Baker
McKenzie.**

Change in Rank*: - 0
Brand Index Score: 100

2 **C L I F F O R D
C H A N C E**

Change in Rank*: ↑ 2
Brand Index Score: 50

3 **ALLEN & OVERY**

Change in Rank*: ↑ 3
Brand Index Score: 45

4 **CMS**
law · tax · future

Change in Rank*: ↑ 3
Brand Index Score: 44

5 **Linklaters**

Change in Rank*: ↓ 2
Brand Index Score: 37

Ranking 6-20

Rank	Change in Rank*	Law Firm	Index Score
6	↓ 4	Freshfields	35
7	↓ 2	DLA Piper	33
8	↑ 1	White & Case	28
=9	↓ 1	Dentons	27
=9	↑ 1	Hogan Lovells	27
11	↑ 3	Cleary Gottlieb	24
12	↓ 1	Hengeler Mueller	19
13	↑ 6	Eversheds Sutherland	15
14	↑ 1	Bird & Bird	14
=15	↓ 2	BonelliErede	13
=15	- 0	Uría Menendez	13
17	- 0	Gleiss Lutz	12
18	- 0	Herbert Smith Freehills	11
19	↓ 7	Norton Rose Fulbright	10
20	↑ 29	Skadden	9

* Change from 2021 Brand Index.

Source: Thomson Reuters 2022

Methodology for the Mainland Europe Index

The Thomson Reuters Regional Law Firm Brand Indexes are all based on data compiled from Sharplegal in 2021. Sharplegal is a comprehensive market research study of the global legal market across 55 countries with more than 2,000 senior in-house counsel who have responsibility for buying legal services in organizations with revenues of USD \$50 million or more.

The Mainland Europe Law Firm Brand Index 2022 is compiled of 298 interviews that were conducted with senior legal buyers across key jurisdictions in the region (excluding the United Kingdom) between January 2021 and December 2021. Seven questions were used to generate the Mainland Europe Law Firm Brand Index:

1. Top of mind awareness
2. Favorability
3. Consideration for top-level litigation
4. Consideration for major M&A work
5. Consideration for multi-jurisdictional litigation work
6. Consideration for multi-jurisdictional deals
7. Most used for high-value work

This Index also takes into account the views of an additional 204 non-Mainland Europe-based senior legal buyers who were asked which firms they used for their legal needs in any of the key jurisdictions within Mainland Europe outside of the country in which they were based.

Law firms receive points per mention in each of these categories and are assigned a total points score. The firm with the most points sets the index at 100, and all other scores are calculated off of this.

Conclusion

Last year, as more client businesses emerged from the pandemic crisis, legal demand became more focused on forward-facing factors like how well law firms understood their clients' business and market sector. Now, as we move through 2022 and beyond, we continue to see clients all around the world prioritizing this kind of specialist expertise.

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