

Global Public Relations (PR) Tools Market Size, Manufacturers, Opportunities and Forecast to 2030

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Abstracts

'Public relation is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.' Public relations can also be defined as the practice of managing communication between an organization and its publics.

This report covered the Publishing tools, Social Media Monitoring & Management, Content Creation and Distribution, Data Aggregation, Monitoring, and Analysis and Relationship Management.

According to APO Research, The global Public Relations (PR) Tools market was estimated at US\$ million in 2023 and is projected to reach a revised size of US\$ million by 2030, witnessing a CAGR of xx% during the forecast period 2024-2030.

The main enterprises of public relations (PR) tools are Cision AB, Meltwater, Business Wire, Outbrain, etc. The top three accounted for about 35% of the market.

The United States is the largest market with about 35%, followed by Europe with about 30%.

Report Scope

This report aims to provide a comprehensive presentation of the global market for Public Relations (PR) Tools, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Public Relations (PR) Tools.

The Public Relations (PR) Tools market size, estimations, and forecasts are provided in terms of revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Public Relations (PR) Tools market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, gross margin by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Outbrain

Google

Business Wire

Salesforce

Meltwater

Cision AB

AirPR Software

IrisPR Software

ISentia

Onalytica

Prezly

IPR Software

TrendKite

Agility

Red Wheat

Public Relations (PR) Tools segment by Type

Publishing Tools

Social Media Monitoring & Management

Content Creation and Distribution

Data Aggregation, Monitoring and Analysis

Relationship Management

Public Relations (PR) Tools segment by Application

BFSI

Consumer Goods and Retail

Government and Public Sector

IT & Telecom & Healthcare

Media & Entertainment

Public Relations (PR) Tools Segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Public Relations (PR) Tools market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends

of Public Relations (PR) Tools and provides them with information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in value), competitor ecosystem, new product development, expansion, and acquisition.

4. This report stays updated with novel technology integration, features, and the latest developments in the market

5. This report helps stakeholders to gain insights into which regions to target globally

6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Public Relations (PR) Tools.

7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1: Introduces the report scope of the report, executive summary of global and regional market size and CAGR for the history and forecast period (2019-2024, 2025-2030). It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 2: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 3: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 4: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 5: Detailed analysis of Public Relations (PR) Tools companies' competitive

landscape, revenue, market share and ranking, latest development plan, merger, and acquisition information, etc.

Chapter 6: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product introduction, revenue, recent development, etc.

Chapter 7, 8, 9, 10 and 11: North America, Europe, Asia Pacific, Latin America, Middle East & Africa, revenue by country.

Chapter 12: Concluding Insights of the report

Chapter 12: Concluding Insights of the report

Contents

1 MARKET OVERVIEW

- 1.1 Product Definition
- 1.2 Global Market Growth Prospects
- 1.3 Global Public Relations (PR) Tools Market Size Overview by Region 2019 VS 2023 VS 2030
- 1.4 Global Public Relations (PR) Tools Market Size by Region (2019-2030)
 - 1.4.1 Global Public Relations (PR) Tools Market Size by Region (2019-2024)
 - 1.4.2 Global Public Relations (PR) Tools Market Size by Region (2025-2030)
- 1.5 Key Regions Public Relations (PR) Tools Market Size (2019-2030)
 - 1.5.1 North America Public Relations (PR) Tools Market Size Growth Rate (2019-2030)
 - 1.5.2 Europe Public Relations (PR) Tools Market Size Growth Rate (2019-2030)
 - 1.5.3 Asia-Pacific Public Relations (PR) Tools Market Size Growth Rate (2019-2030)
 - 1.5.4 Latin America Public Relations (PR) Tools Market Size Growth Rate (2019-2030)
 - 1.5.5 Middle East & Africa Public Relations (PR) Tools Market Size Growth Rate (2019-2030)

2 PUBLIC RELATIONS (PR) TOOLS MARKET BY TYPE

- 2.1 Type Introduction
 - 2.1.1 Publishing Tools
 - 2.1.2 Social Media Monitoring & Management
 - 2.1.3 Content Creation and Distribution
 - 2.1.4 Data Aggregation, Monitoring and Analysis
 - 2.1.5 Relationship Management
- 2.2 Global Public Relations (PR) Tools Market Size by Type
 - 2.2.1 Global Public Relations (PR) Tools Market Size Overview by Type (2019-2030)
 - 2.2.2 Global Public Relations (PR) Tools Historic Market Size Review by Type (2019-2024)
 - 2.2.3 Global Public Relations (PR) Tools Market Size Forecasted by Type (2025-2030)
- 2.3 Global Public Relations (PR) Tools Market Size by Regions
 - 2.3.1 North America Public Relations (PR) Tools Market Size Breakdown by Type (2019-2024)
 - 2.3.2 Europe Public Relations (PR) Tools Market Size Breakdown by Type (2019-2024)
 - 2.3.3 Asia-Pacific Public Relations (PR) Tools Market Size Breakdown by Type

(2019-2024)

2.3.4 Latin America Public Relations (PR) Tools Market Size Breakdown by Type

(2019-2024)

2.3.5 Middle East and Africa Public Relations (PR) Tools Market Size Breakdown by Type (2019-2024)

3 PUBLIC RELATIONS (PR) TOOLS MARKET BY APPLICATION

3.1 Type Introduction

3.1.1 BFSI

3.1.2 Consumer Goods and Retail

3.1.3 Government and Public Sector

3.1.4 IT & Telecom & Healthcare

3.1.5 Media & Entertainment

3.2 Global Public Relations (PR) Tools Market Size by Application

3.2.1 Global Public Relations (PR) Tools Market Size Overview by Application (2019-2030)

3.2.2 Global Public Relations (PR) Tools Historic Market Size Review by Application (2019-2024)

3.2.3 Global Public Relations (PR) Tools Market Size Forecasted by Application (2025-2030)

3.3 Global Public Relations (PR) Tools Market Size by Regions

3.3.1 North America Public Relations (PR) Tools Market Size Breakdown by Application (2019-2024)

3.3.2 Europe Public Relations (PR) Tools Market Size Breakdown by Application (2019-2024)

3.3.3 Asia-Pacific Public Relations (PR) Tools Market Size Breakdown by Application (2019-2024)

3.3.4 Latin America Public Relations (PR) Tools Market Size Breakdown by Application (2019-2024)

3.3.5 Middle East and Africa Public Relations (PR) Tools Market Size Breakdown by Application (2019-2024)

4 GLOBAL MARKET DYNAMICS

4.1 Public Relations (PR) Tools Industry Trends

4.2 Public Relations (PR) Tools Industry Drivers

4.3 Public Relations (PR) Tools Industry Opportunities and Challenges

4.4 Public Relations (PR) Tools Industry Restraints

5 COMPETITIVE INSIGHTS BY COMPANY

- 5.1 Global Top Players by Public Relations (PR) Tools Revenue (2019-2024)
- 5.2 Global Public Relations (PR) Tools Industry Company Ranking, 2022 VS 2023 VS 2024
- 5.3 Global Public Relations (PR) Tools Key Company Headquarters & Area Served
- 5.4 Global Public Relations (PR) Tools Company, Product Type & Application
- 5.5 Global Public Relations (PR) Tools Company Commercialization Time
- 5.6 Market Competitive Analysis
 - 5.6.1 Global Public Relations (PR) Tools Market CR5 and HHI
 - 5.6.2 Global Top 5 and 10 Public Relations (PR) Tools Players Market Share by Revenue in 2023
 - 5.6.3 2023 Public Relations (PR) Tools Tier 1, Tier 2, and Tier

6 COMPANY PROFILES

- 6.1 Outbrain
 - 6.1.1 Outbrain Company Information
 - 6.1.2 Outbrain Business Overview
 - 6.1.3 Outbrain Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
 - 6.1.4 Outbrain Public Relations (PR) Tools Product Portfolio
 - 6.1.5 Outbrain Recent Developments
- 6.2 Google
 - 6.2.1 Google Company Information
 - 6.2.2 Google Business Overview
 - 6.2.3 Google Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
 - 6.2.4 Google Public Relations (PR) Tools Product Portfolio
 - 6.2.5 Google Recent Developments
- 6.3 Business Wire
 - 6.3.1 Business Wire Company Information
 - 6.3.2 Business Wire Business Overview
 - 6.3.3 Business Wire Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
 - 6.3.4 Business Wire Public Relations (PR) Tools Product Portfolio
 - 6.3.5 Business Wire Recent Developments
- 6.4 Salesforce

- 6.4.1 Salesforce Company Information
- 6.4.2 Salesforce Business Overview
- 6.4.3 Salesforce Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
- 6.4.4 Salesforce Public Relations (PR) Tools Product Portfolio
- 6.4.5 Salesforce Recent Developments
- 6.5 Meltwater
 - 6.5.1 Meltwater Company Information
 - 6.5.2 Meltwater Business Overview
 - 6.5.3 Meltwater Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
 - 6.5.4 Meltwater Public Relations (PR) Tools Product Portfolio
 - 6.5.5 Meltwater Recent Developments
- 6.6 Cision AB
 - 6.6.1 Cision AB Company Information
 - 6.6.2 Cision AB Business Overview
 - 6.6.3 Cision AB Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
 - 6.6.4 Cision AB Public Relations (PR) Tools Product Portfolio
 - 6.6.5 Cision AB Recent Developments
- 6.7 AirPR Software
 - 6.7.1 AirPR Software Company Information
 - 6.7.2 AirPR Software Business Overview
 - 6.7.3 AirPR Software Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
 - 6.7.4 AirPR Software Public Relations (PR) Tools Product Portfolio
 - 6.7.5 AirPR Software Recent Developments
- 6.8 IrisPR Software
 - 6.8.1 IrisPR Software Company Information
 - 6.8.2 IrisPR Software Business Overview
 - 6.8.3 IrisPR Software Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
 - 6.8.4 IrisPR Software Public Relations (PR) Tools Product Portfolio
 - 6.8.5 IrisPR Software Recent Developments
- 6.9 ISentia
 - 6.9.1 ISentia Company Information
 - 6.9.2 ISentia Business Overview
 - 6.9.3 ISentia Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)

- 6.9.4 ISentia Public Relations (PR) Tools Product Portfolio
- 6.9.5 ISentia Recent Developments
- 6.10 Analytica
 - 6.10.1 Analytica Company Information
 - 6.10.2 Analytica Business Overview
 - 6.10.3 Analytica Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
 - 6.10.4 Analytica Public Relations (PR) Tools Product Portfolio
 - 6.10.5 Analytica Recent Developments
- 6.11 Prezly
 - 6.11.1 Prezly Company Information
 - 6.11.2 Prezly Business Overview
 - 6.11.3 Prezly Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
 - 6.11.4 Prezly Public Relations (PR) Tools Product Portfolio
 - 6.11.5 Prezly Recent Developments
- 6.12 IPR Software
 - 6.12.1 IPR Software Company Information
 - 6.12.2 IPR Software Business Overview
 - 6.12.3 IPR Software Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
 - 6.12.4 IPR Software Public Relations (PR) Tools Product Portfolio
 - 6.12.5 IPR Software Recent Developments
- 6.13 TrendKite
 - 6.13.1 TrendKite Company Information
 - 6.13.2 TrendKite Business Overview
 - 6.13.3 TrendKite Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
 - 6.13.4 TrendKite Public Relations (PR) Tools Product Portfolio
 - 6.13.5 TrendKite Recent Developments
- 6.14 Agility
 - 6.14.1 Agility Company Information
 - 6.14.2 Agility Business Overview
 - 6.14.3 Agility Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)
 - 6.14.4 Agility Public Relations (PR) Tools Product Portfolio
 - 6.14.5 Agility Recent Developments
- 6.15 Red Wheat
 - 6.15.1 Red Wheat Company Information

6.15.2 Red Wheat Business Overview

6.15.3 Red Wheat Public Relations (PR) Tools Revenue, Global Share and Gross Margin (2019-2024)

6.15.4 Red Wheat Public Relations (PR) Tools Product Portfolio

6.15.5 Red Wheat Recent Developments

7 NORTH AMERICA

7.1 North America Public Relations (PR) Tools Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

7.2 North America Public Relations (PR) Tools Market Size by Country (2019-2024)

7.3 North America Public Relations (PR) Tools Market Size Forecast by Country (2025-2030)

8 EUROPE

8.1 Europe Public Relations (PR) Tools Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

8.2 Europe Public Relations (PR) Tools Market Size by Country (2019-2024)

8.3 Europe Public Relations (PR) Tools Market Size Forecast by Country (2025-2030)

9 ASIA-PACIFIC

9.1 Asia-Pacific Public Relations (PR) Tools Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

9.2 Asia-Pacific Public Relations (PR) Tools Market Size by Country (2019-2024)

9.3 Asia-Pacific Public Relations (PR) Tools Market Size Forecast by Country (2025-2030)

10 LATIN AMERICA

10.1 Latin America Public Relations (PR) Tools Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

10.2 Latin America Public Relations (PR) Tools Market Size by Country (2019-2024)

10.3 Latin America Public Relations (PR) Tools Market Size Forecast by Country (2025-2030)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Public Relations (PR) Tools Market Size Growth Rate (CAGR) by Country: 2019 VS 2023 VS 2030

11.2 Middle East & Africa Public Relations (PR) Tools Market Size by Country (2019-2024)

11.3 Middle East & Africa Public Relations (PR) Tools Market Size Forecast by Country (2025-2030)

12 CONCLUDING INSIGHTS

13 APPENDIX

13.1 Reasons for Doing This Study

13.2 Research Methodology

13.3 Research Process

13.4 Authors List of This Report

13.5 Data Source

13.5.1 Secondary Sources

13.5.2 Primary Sources

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