

Global AI Public Relations Tool Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global AI Public Relations Tool market size is expected to reach \$ 357 million by 2032, rising at a market growth of 6.4% CAGR during the forecast period (2026-2032).

AI Public Relations Tool refers to a software platform that integrates AI technologies such as machine learning, natural language processing, and computer vision to assist public relations professionals in media monitoring, public opinion analysis, press release optimization, media relations management, and effectiveness evaluation. Its core functions include: real-time capture of news, social media, and forum content for sentiment scoring and popularity clustering; rapid drafting of press releases or headline polishing using generative AI; matching the most suitable journalists or distribution channels through intelligent recommendation algorithms; and automatic generation of visual communication reports and crisis warnings. These tools transform public relations work from manual searching and statistics to a data-driven automated process, helping teams improve response speed, reduce the risk of omissions, and quantify the contribution of public relations activities to brand reputation and business growth. They are a core support for the digitalization of modern corporate public relations.

The global AI Public Relations Tool market is dominated by North America, with Europe and the Asia-Pacific region following suit. North America, with its mature PR technology ecosystem and numerous innovative SaaS companies, boasts leading vendors like Cision dominating the high-end market. Generative AI-driven press release writing and sentiment prediction are key areas of competition, but the market is highly concentrated and customer subscription renewal rates are under pressure. Europe, represented by Signal AI, leads in crisis early warning and multilingual sentiment analysis, but cross-border deployment is challenging due to GDPR compliance and the cost of multilingual data collection. Chinese domestic tools have advantages in Chinese natural language

processing and social media integration, with companies like Shiwu Technology and Huike Information Technology experiencing rapid growth, but they still lag behind in global media databases and coverage of less commonly spoken languages. The Japanese market is dominated by PR Times, focusing on press release distribution and local media relations, with relatively low AI integration. Future trends include: predictive analytics extending from sentiment monitoring to early crisis warning, widespread adoption of generative AI-assisted content creation, and new demands for deepfake content detection. The main obstacles include: insufficient accuracy of sentiment analysis across multiple languages ??and dialects; difficulties in data acquisition due to API limitations on social media platforms; and increased deployment costs due to enterprises' concerns about privacy compliance and data security. Dynamically, leading vendors are supplementing their audiovisual monitoring capabilities through acquisitions, while simultaneously opening up APIs to encourage secondary development by enterprises, driving the transformation of tools from 'monitoring' to 'decision support' platforms.

This report studies the global AI Public Relations Tool demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for AI Public Relations Tool, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of AI Public Relations Tool that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global AI Public Relations Tool total market, 2021-2032, (USD Million)

Global AI Public Relations Tool total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: AI Public Relations Tool total market, key domestic companies, and share, (USD Million)

Global AI Public Relations Tool revenue by player, revenue and market share 2021-2026, (USD Million)

Global AI Public Relations Tool total market by Type, CAGR, 2021-2032, (USD Million)

Global AI Public Relations Tool total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global AI Public Relations Tool market based on the following parameters - company overview, revenue, gross margin, product portfolio,

geographical presence, and key developments. Key companies covered as a part of this study include Cision, Meltwater AI, Propel, Notified, Agility PR Solutions, Signal AI, PR Times, PR Technology, ValuePress, Siweitech, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world AI Public Relations Tool market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global AI Public Relations Tool Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global AI Public Relations Tool Market, Segmentation by Type:

On-Premises Deployment

Cloud-Based Deployment

Hybrid Deployment

Global AI Public Relations Tool Market, Segmentation by Channel:

Single Channel

Basic Channels (2-5)

Extensive Channels (5-30)

Omnichannel Channels (30+)

Global AI Public Relations Tool Market, Segmentation by Technology:

Natural Language Processing

Predictive Analytics

Generative AI

Knowledge Graph

Others

Global AI Public Relations Tool Market, Segmentation by Application:

Retail

Finance

Healthcare & Pharmaceuticals

Automotive

Government

Others

Companies Profiled:

Cision

Meltwater AI

Propel

Notified

Agility PR Solutions

Signal AI

PR Times

PR Technology

ValuePress

Siweitech

Wisers

Sina

Onclusive

DeepL

Prowly

Brandwatch

Noot

Black Forest Labs

Key Questions Answered

1. How big is the global AI Public Relations Tool market?
2. What is the demand of the global AI Public Relations Tool market?
3. What is the year over year growth of the global AI Public Relations Tool market?
4. What is the total value of the global AI Public Relations Tool market?
5. Who are the Major Players in the global AI Public Relations Tool market?
6. What are the growth factors driving the market demand?

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