

# Global AI Public Relations Tool Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global AI Public Relations Tool market size was valued at US\$ 230 million in 2025 and is forecast to a readjusted size of US\$ 357 million by 2032 with a CAGR of 6.4% during review period.

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 is a detailed and comprehensive analysis for global AI Public Relations Tool market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

#### Key Features:

Global AI Public Relations Tool market size and forecasts, in consumption value (\$ Million), 2021-2032

Global AI Public Relations Tool market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global AI Public Relations Tool market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global AI Public Relations Tool market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for AI Public Relations Tool

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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.

Market segmentation

AI Public Relations Tool market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

On-Premises Deployment

Cloud-Based Deployment

Hybrid Deployment

Market segment by Channel

Single Channel

Basic Channels (2-5)

Extensive Channels (5-30)

Omnichannel Channels (30+)

#### Market segment by Technology

Natural Language Processing

Predictive Analytics

Generative AI

Knowledge Graph

Others

#### Market segment by Application

Retail

Finance

Healthcare & Pharmaceuticals

Automotive

Government

Others

Market segment by players, this report covers

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

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe AI Public Relations Tool product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of AI Public Relations Tool, with revenue, gross margin, and global market share of AI Public Relations Tool from 2021 to 2026.

Chapter 3, the AI Public Relations Tool competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and AI Public Relations Tool market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of AI Public Relations Tool.

Chapter 13, to describe AI Public Relations Tool research findings and conclusion.

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