

Global Public Relations Platform 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 Public Relations Platform market size was valued at US\$ 13393 million in 2025 and is forecast to a readjusted size of US\$ 27763 million by 2032 with a CAGR of 10.9% during review period.

A Public Relations (PR) Platform is an integrated, end-to-end digital system built for PR practitioners, brands, agencies and organizations. It unifies media resource management, content distribution, omnichannel monitoring, public opinion analysis, campaign operation and data reporting on one single platform. Unlike standalone PR tools, it supports full PR lifecycle workflows, multi-team collaboration, permission governance and system interconnection, helping users manage brand communication, media relations, reputation maintenance and crisis response in a centralized manner.

This report is a detailed and comprehensive analysis for global Public Relations Platform 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 Public Relations Platform market size and forecasts, in consumption value (\$ Million), 2021-2032

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

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

Global Public Relations Platform 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 Public Relations Platform

- 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 Public Relations Platform 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, Muck Rack, Sprinklr, Brandwatch, Talkwalker, Onclusive, Notified, Business Wire, PR Newswire, etc.

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

Market segmentation

Public Relations Platform 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

Cloud-Based

On-premise

Hybrid

Market segment by Target User Group & Operation Entity

Enterprise In-house PR Platform

PR Agency Service Platform

Media & Journalist Service Platform

Government & Public Institution Platform

Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Cision

Meltwater

Muck Rack

Sprinklr

Brandwatch

Talkwalker

Onclusive

Notified

Business Wire

PR Newswire

Dow Jones Factiva

LexisNexis Nexis Newsdesk

Agility PR Solutions

Critical Mention

Prowly

Semrush

Prezly

Mynewsdesk

Presspage

pr.co

Brand24

Mention

CARMA

Isentia

TV Eyes

BuzzSumo

BuzzStream

NewsWhip

Burrelles

CoverageBook

PRophet

Propel

Launchmetrics

Releasd

Ninja Outreach

Ahrefs

Hunter.io

Mixmax

Anewstip

AnswerThePublic

Google Trends

Wisers

GSData

PR Times

ValuePress

Korea Newswire

Screeners.com

FollowUpThen

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 Public Relations Platform product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Public Relations Platform 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 Public Relations Platform 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 Public Relations Platform.

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

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