

Global Public Relations (PR) Tools Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Public Relations (PR) Tools market size is expected to reach \$ 11010 million by 2032, rising at a market growth of 10.4% CAGR during the forecast period (2026-2032).

'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.

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%.

This report studies the global Public Relations (PR) Tools demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Public Relations (PR) Tools, 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 Public Relations (PR) Tools that

contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Public Relations (PR) Tools total market, 2021-2032, (USD Million)

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

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

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

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

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

This report profiles major players in the global Public Relations (PR) Tools 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 Outbrain, Google, Business Wire, Salesforce, Meltwater, Cision AB, AirPR Software, IrisPR Software, ISentia, Onalytica, 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 Public Relations (PR) Tools 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 Public Relations (PR) Tools Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Public Relations (PR) Tools Market, Segmentation by Type:

Publishing Tools

Social Media Monitoring & Management

Content Creation and Distribution

Data Aggregation, Monitoring and Analysis

Relationship Management

Global Public Relations (PR) Tools Market, Segmentation by Application:

BFSI

Consumer Goods and Retail

Government and Public Sector

IT & Telecom & Healthcare

Media & Entertainment

Companies Profiled:

Outbrain

Google

Business Wire

Salesforce

Meltwater

Cision AB

AirPR Software

IrisPR Software

ISentia

Onalytica

Prezly

IPR Software

TrendKite

Agility

Red Wheat

Key Questions Answered

1. How big is the global Public Relations (PR) Tools market?
2. What is the demand of the global Public Relations (PR) Tools market?
3. What is the year over year growth of the global Public Relations (PR) Tools market?
4. What is the total value of the global Public Relations (PR) Tools market?
5. Who are the Major Players in the global Public Relations (PR) Tools market?

6. What are the growth factors driving the market demand?

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