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Global Public Relations Tool Market 2023 by Company, Regions, Type and Application, Forecast to 2029

https://marketpublishers.com/r/GBE4D0987354EN.html
Date: June 2023
Pages: 122
Price: US$ 3,480.00 (Single User License)
ID: GBE4D0987354EN

Abstracts

According to our (Global Info Research) latest study, the global Public Relations Tool market size was valued at USD million in 2022 and is forecast to a readjusted size of USD million by 2029 with a CAGR of % during review period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

The global public relations tool market is expected to experience significant growth in the period of 2018-2023. The market is driven by the increasing demand for better communication tools and the rising adoption of social media platforms by organizations. Furthermore, the growing need for efficient crisis management solutions and reputation management services are also boosting the growth of the PR tool market.

According to the research report, North America dominates the global market due to the presence of major market players and high adoption rate of advanced technologies in the region. Europe and Asia-Pacific regions are also expected to witness a significant growth in the coming years owing to the increasing awareness about modern communication tools and the need for effective brand management practices.

The report also highlights the key players operating in the global PR tool market including Cision AB, Meltwater Group, Business Wire, TrendKite, Agility PR Solutions, Prezly, IrisPR Software, iPR Software Inc., Onalytica, and Critical Mention Inc. These companies are focusing on enhancing their product offerings and expanding their market presence through strategic partnerships and collaborations.

This report is a detailed and comprehensive analysis for global Public Relations Tool market. Both quantitative and qualitative analyses are presented by company, by region

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& 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 2023, are provided.

Key Features:

Global Public Relations Tool market size and forecasts, in consumption value ($ Million), 2018-2029

Global Public Relations Tool market size and forecasts by region and country, in consumption value ($ Million), 2018-2029

Global Public Relations Tool market size and forecasts, by Type and by Application, in consumption value ($ Million), 2018-2029

Global Public Relations Tool market shares of main players, in revenue ($ Million), 2018-2023

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 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 Public Relations Tool market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include BuzzStream, Prowly, Prezly, Muck Rack and Mixmax, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

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Market segmentation

Public Relations Tool market is split by Type and by Application. For the period 2018-2029, the growth among segments provide 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-premises

Market segment by Application

SMEs

Large Enterprises

Market segment by players, this report covers

BuzzStream

Prowly

Prezly

Muck Rack

Mixmax

Cision

BuzzSumo

Anewstip

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Meltwater

Agility PR Solutions

Ninja Outreach

TV Eyes

Semrush

Critical Mention

Brandwatch

Coverage Book

Screeners.com

Ahrefs

Gorkana

Email Hunter

Google Trends

Answer The Public

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, Australia and Rest of Asia-Pacific)

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South America (Brazil, Argentina and 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 Tool product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Public Relations Tool, with revenue, gross margin and global market share of Public Relations Tool from 2018 to 2023.

Chapter 3, the 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 application, with consumption value and growth rate by Type, application, from 2018 to 2029.

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 2018 to 2023.and Public Relations Tool market forecast, by regions, type and application, with consumption value, from 2024 to 2029.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War

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

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

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