

Global AI-Powered Public Relations Solutions Platform Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/G627B097F996EN.html>

Date: October 2026

Pages: 171

Price: US\$ 3,660.00 (Single User License)

ID: G627B097F996EN

Abstracts

The global AI-Powered Public Relations Solutions Platform market size is predicted to grow from US\$ 6360 million in 2025 to US\$ 14874 million in 2032; it is expected to grow at a CAGR of 13.0% from 2026 to 2032.

An AI-Powered Public Relations (AI PR) Solutions Platform is an integrated end-to-end software system embedded with large language models (LLMs), natural language processing (NLP), computer vision, predictive machine learning, sentiment analysis and intelligent matching algorithms. It digitizes, automates and optimizes the full lifecycle of corporate public relations workflows, replacing fragmented manual PR operations across media monitoring, content creation, journalist outreach, crisis management, media distribution, performance analytics and brand reputation governance.

Unlike traditional static PR software limited to contact management and simple news release distribution, AI PR platforms process massive multi-source media data (news, social media, podcasts, forums, AI search engines), autonomously identify communication opportunities and reputational risks, generate brand-consistent PR content, intelligently match brands with relevant journalists, and output data-driven PR strategy reports.

United States market for AI-Powered Public Relations Solutions Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for AI-Powered Public Relations Solutions Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026

through 2032.

Europe market for AI-Powered Public Relations Solutions Platform is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key AI-Powered Public Relations Solutions Platform players cover Cision Group, Meltwater, Sprinklr, Muck Rack, Onclusive, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the "AI-Powered Public Relations Solutions Platform Industry Forecast" looks at past sales and reviews total world AI-Powered Public Relations Solutions Platform sales in 2025, providing a comprehensive analysis by region and market sector of projected AI-Powered Public Relations Solutions Platform sales for 2026 through 2032. With AI-Powered Public Relations Solutions Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world AI-Powered Public Relations Solutions Platform industry.

This Insight Report provides a comprehensive analysis of the global AI-Powered Public Relations Solutions Platform landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on AI-Powered Public Relations Solutions Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global AI-Powered Public Relations Solutions Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI-Powered Public Relations Solutions Platform and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global AI-Powered Public Relations Solutions Platform.

This report presents a comprehensive overview, market shares, and growth opportunities of AI-Powered Public Relations Solutions Platform market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud-Based

On-premise

Hybrid

Segmentation by Business Operation & Pricing Model:

Per-User Monthly/Yearly Subscription AI PR Platforms

Performance-Based Pay-Per-Placement AI PR Platforms

Turnkey Annual Enterprise Custom Contract AI PR Platforms

Freemium Hybrid AI PR Platforms

API Pay-As-You-Go AI PR Capability Solutions

Segmentation by Application:

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Cision Group

Meltwater

Sprinklr

Muck Rack

Onclusive

Notified

Business Wire

Agility PR Solutions

Talkwalker

Prowly

Signal AI

Critical Mention

Prezly

Determ

CoverageBook

Propel PRM

PRophet

Brand24

YouScan

BuzzSumo

PR TIMES

Wisers Information

Hotto Link

Sometrend

Korea Newswire

Qingbo

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Eefung

Civiw

Newswire.com

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