

Global AI Public Relations Tool Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/GCFBF930F2AEEN.html>

Date: July 2026

Pages: 140

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

ID: GCFBF930F2AEEN

Abstracts

The global AI Public Relations Tool market size is predicted to grow from US\$ 219 million in 2025 to US\$ 348 million in 2032; it is expected to grow at a CAGR of 6.8% from 2026 to 2032.

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.

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

This Insight Report provides a comprehensive analysis of the global AI Public Relations Tool 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 Public Relations Tool portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global AI Public Relations Tool market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI Public Relations Tool 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 Public Relations Tool.

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

Segmentation by Type:

On-Premises Deployment

Cloud-Based Deployment

Hybrid Deployment

Segmentation by Channel:

Single Channel

Basic Channels (2-5)

Extensive Channels (5-30)

Omnichannel Channels (30+)

Segmentation by Technology:

Natural Language Processing

Predictive Analytics

Generative AI

Knowledge Graph

Others

Segmentation by Application:

Retail

Finance

Healthcare & Pharmaceuticals

Automotive

Government

Others

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

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

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

2.1 World Market Overview

- 2.1.1 Global AI Public Relations Tool Market Size (2021-2032)
- 2.1.2 AI Public Relations Tool Market Size CAGR by Region (2021 VS 2025 VS 2032)
- 2.1.3 World Current & Future Analysis for AI Public Relations Tool by Country/Region (2021, 2025 & 2032)

2.2 AI Public Relations Tool Segment by Type

- 2.2.1 On-Premises Deployment
- 2.2.2 Cloud-Based Deployment
- 2.2.3 Hybrid Deployment
- 2.2.4 AI Public Relations Tool Market Size by Type
 - 2.2.4.1 AI Public Relations Tool Market Size CAGR by Type (2021 VS 2025 VS 2032)
 - 2.2.4.2 Global AI Public Relations Tool Market Size Market Share by Type (2021-2026)

2.3 AI Public Relations Tool Segment by Channel

- 2.3.1 Single Channel
- 2.3.2 Basic Channels (2-5)
- 2.3.3 Extensive Channels (5-30)
- 2.3.4 Omnichannel Channels (30+)
- 2.3.5 AI Public Relations Tool Market Size by Channel
 - 2.3.5.1 AI Public Relations Tool Market Size CAGR by Channel (2021 VS 2025 VS 2032)
 - 2.3.5.2 Global AI Public Relations Tool Market Size Market Share by Channel (2021-2026)

2.4 AI Public Relations Tool Segment by Technology

2.4.1 Natural Language Processing

2.4.2 Predictive Analytics

2.4.3 Generative AI

2.4.4 Knowledge Graph

2.4.5 Others

2.4.6 AI Public Relations Tool Market Size by Technology

2.4.6.1 AI Public Relations Tool Market Size CAGR by Technology (2021 VS 2025 VS 2032)

2.4.6.2 Global AI Public Relations Tool Market Size Market Share by Technology (2021-2026)

2.5 AI Public Relations Tool Segment by Application

2.5.1 Retail

2.5.2 Finance

2.5.3 Healthcare & Pharmaceuticals

2.5.4 Automotive

2.5.5 Government

2.5.6 Others

2.5.7 AI Public Relations Tool Market Size by Application

2.5.7.1 AI Public Relations Tool Market Size CAGR by Application (2021 VS 2025 VS 2032)

2.5.7.2 Global AI Public Relations Tool Market Size Market Share by Application (2021-2026)

3 AI PUBLIC RELATIONS TOOL MARKET SIZE BY PLAYER

3.1 AI Public Relations Tool Market Size Market Share by Player

3.1.1 Global AI Public Relations Tool Revenue by Player (2021-2026)

3.1.2 Global AI Public Relations Tool Revenue Market Share by Player (2021-2026)

3.2 Global AI Public Relations Tool Key Players Head office and Products Offered

3.3 Market Concentration Rate Analysis

3.3.1 Competition Landscape Analysis

3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.4 New Products and Potential Entrants

3.5 Mergers & Acquisitions, Expansion

4 AI PUBLIC RELATIONS TOOL BY REGION

4.1 AI Public Relations Tool Market Size by Region (2021-2026)

- 4.2 Global AI Public Relations Tool Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas AI Public Relations Tool Market Size Growth (2021-2026)
- 4.4 APAC AI Public Relations Tool Market Size Growth (2021-2026)
- 4.5 Europe AI Public Relations Tool Market Size Growth (2021-2026)
- 4.6 Middle East & Africa AI Public Relations Tool Market Size Growth (2021-2026)

5 AMERICAS

- 5.1 Americas AI Public Relations Tool Market Size by Country (2021-2026)
- 5.2 Americas AI Public Relations Tool Market Size by Type (2021-2026)
- 5.3 Americas AI Public Relations Tool Market Size by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC AI Public Relations Tool Market Size by Region (2021-2026)
- 6.2 APAC AI Public Relations Tool Market Size by Type (2021-2026)
- 6.3 APAC AI Public Relations Tool Market Size by Application (2021-2026)
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe AI Public Relations Tool Market Size by Country (2021-2026)
- 7.2 Europe AI Public Relations Tool Market Size by Type (2021-2026)
- 7.3 Europe AI Public Relations Tool Market Size by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa AI Public Relations Tool by Region (2021-2026)
- 8.2 Middle East & Africa AI Public Relations Tool Market Size by Type (2021-2026)
- 8.3 Middle East & Africa AI Public Relations Tool Market Size by Application (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 GLOBAL AI PUBLIC RELATIONS TOOL MARKET FORECAST

- 10.1 Global AI Public Relations Tool Forecast by Region (2027-2032)
 - 10.1.1 Global AI Public Relations Tool Forecast by Region (2027-2032)
 - 10.1.2 Americas AI Public Relations Tool Forecast
 - 10.1.3 APAC AI Public Relations Tool Forecast
 - 10.1.4 Europe AI Public Relations Tool Forecast
 - 10.1.5 Middle East & Africa AI Public Relations Tool Forecast
- 10.2 Americas AI Public Relations Tool Forecast by Country (2027-2032)
 - 10.2.1 United States Market AI Public Relations Tool Forecast
 - 10.2.2 Canada Market AI Public Relations Tool Forecast
 - 10.2.3 Mexico Market AI Public Relations Tool Forecast
 - 10.2.4 Brazil Market AI Public Relations Tool Forecast
- 10.3 APAC AI Public Relations Tool Forecast by Region (2027-2032)
 - 10.3.1 China AI Public Relations Tool Market Forecast
 - 10.3.2 Japan Market AI Public Relations Tool Forecast
 - 10.3.3 Korea Market AI Public Relations Tool Forecast
 - 10.3.4 Southeast Asia Market AI Public Relations Tool Forecast
 - 10.3.5 India Market AI Public Relations Tool Forecast
 - 10.3.6 Australia Market AI Public Relations Tool Forecast
- 10.4 Europe AI Public Relations Tool Forecast by Country (2027-2032)

- 10.4.1 Germany Market AI Public Relations Tool Forecast
- 10.4.2 France Market AI Public Relations Tool Forecast
- 10.4.3 UK Market AI Public Relations Tool Forecast
- 10.4.4 Italy Market AI Public Relations Tool Forecast
- 10.4.5 Russia Market AI Public Relations Tool Forecast
- 10.5 Middle East & Africa AI Public Relations Tool Forecast by Region (2027-2032)
 - 10.5.1 Egypt Market AI Public Relations Tool Forecast
 - 10.5.2 South Africa Market AI Public Relations Tool Forecast
 - 10.5.3 Israel Market AI Public Relations Tool Forecast
 - 10.5.4 Turkey Market AI Public Relations Tool Forecast
- 10.6 Global AI Public Relations Tool Forecast by Type (2027-2032)
- 10.7 Global AI Public Relations Tool Forecast by Application (2027-2032)
 - 10.7.1 GCC Countries Market AI Public Relations Tool Forecast

11 KEY PLAYERS ANALYSIS

- 11.1 Cision
 - 11.1.1 Cision Company Information
 - 11.1.2 Cision AI Public Relations Tool Product Offered
 - 11.1.3 Cision AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 11.1.4 Cision Main Business Overview
 - 11.1.5 Cision Latest Developments
- 11.2 Meltwater AI
 - 11.2.1 Meltwater AI Company Information
 - 11.2.2 Meltwater AI AI Public Relations Tool Product Offered
 - 11.2.3 Meltwater AI AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 11.2.4 Meltwater AI Main Business Overview
 - 11.2.5 Meltwater AI Latest Developments
- 11.3 Propel
 - 11.3.1 Propel Company Information
 - 11.3.2 Propel AI Public Relations Tool Product Offered
 - 11.3.3 Propel AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 11.3.4 Propel Main Business Overview
 - 11.3.5 Propel Latest Developments
- 11.4 Notified
 - 11.4.1 Notified Company Information

- 11.4.2 Notified AI Public Relations Tool Product Offered
- 11.4.3 Notified AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)
- 11.4.4 Notified Main Business Overview
- 11.4.5 Notified Latest Developments
- 11.5 Agility PR Solutions
 - 11.5.1 Agility PR Solutions Company Information
 - 11.5.2 Agility PR Solutions AI Public Relations Tool Product Offered
 - 11.5.3 Agility PR Solutions AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 11.5.4 Agility PR Solutions Main Business Overview
 - 11.5.5 Agility PR Solutions Latest Developments
- 11.6 Signal AI
 - 11.6.1 Signal AI Company Information
 - 11.6.2 Signal AI AI Public Relations Tool Product Offered
 - 11.6.3 Signal AI AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 11.6.4 Signal AI Main Business Overview
 - 11.6.5 Signal AI Latest Developments
- 11.7 PR Times
 - 11.7.1 PR Times Company Information
 - 11.7.2 PR Times AI Public Relations Tool Product Offered
 - 11.7.3 PR Times AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 11.7.4 PR Times Main Business Overview
 - 11.7.5 PR Times Latest Developments
- 11.8 PR Technology
 - 11.8.1 PR Technology Company Information
 - 11.8.2 PR Technology AI Public Relations Tool Product Offered
 - 11.8.3 PR Technology AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 11.8.4 PR Technology Main Business Overview
 - 11.8.5 PR Technology Latest Developments
- 11.9 ValuePress
 - 11.9.1 ValuePress Company Information
 - 11.9.2 ValuePress AI Public Relations Tool Product Offered
 - 11.9.3 ValuePress AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)
 - 11.9.4 ValuePress Main Business Overview

11.9.5 ValuePress Latest Developments

11.10 Siweitech

11.10.1 Siweitech Company Information

11.10.2 Siweitech AI Public Relations Tool Product Offered

11.10.3 Siweitech AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)

11.10.4 Siweitech Main Business Overview

11.10.5 Siweitech Latest Developments

11.11 Wisers

11.11.1 Wisers Company Information

11.11.2 Wisers AI Public Relations Tool Product Offered

11.11.3 Wisers AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)

11.11.4 Wisers Main Business Overview

11.11.5 Wisers Latest Developments

11.12 Sina

11.12.1 Sina Company Information

11.12.2 Sina AI Public Relations Tool Product Offered

11.12.3 Sina AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)

11.12.4 Sina Main Business Overview

11.12.5 Sina Latest Developments

11.13 Onclusive

11.13.1 Onclusive Company Information

11.13.2 Onclusive AI Public Relations Tool Product Offered

11.13.3 Onclusive AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)

11.13.4 Onclusive Main Business Overview

11.13.5 Onclusive Latest Developments

11.14 DeepL

11.14.1 DeepL Company Information

11.14.2 DeepL AI Public Relations Tool Product Offered

11.14.3 DeepL AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)

11.14.4 DeepL Main Business Overview

11.14.5 DeepL Latest Developments

11.15 Prowly

11.15.1 Prowly Company Information

11.15.2 Prowly AI Public Relations Tool Product Offered

11.15.3 Prowly AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)

11.15.4 Prowly Main Business Overview

11.15.5 Prowly Latest Developments

11.16 Brandwatch

11.16.1 Brandwatch Company Information

11.16.2 Brandwatch AI Public Relations Tool Product Offered

11.16.3 Brandwatch AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)

11.16.4 Brandwatch Main Business Overview

11.16.5 Brandwatch Latest Developments

11.17 Noot

11.17.1 Noot Company Information

11.17.2 Noot AI Public Relations Tool Product Offered

11.17.3 Noot AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)

11.17.4 Noot Main Business Overview

11.17.5 Noot Latest Developments

11.18 Black Forest Labs

11.18.1 Black Forest Labs Company Information

11.18.2 Black Forest Labs AI Public Relations Tool Product Offered

11.18.3 Black Forest Labs AI Public Relations Tool Revenue, Gross Margin and Market Share (2021-2026)

11.18.4 Black Forest Labs Main Business Overview

11.18.5 Black Forest Labs Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. AI Public Relations Tool Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. AI Public Relations Tool Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of On-Premises Deployment

Table 4. Major Players of Cloud-Based Deployment

Table 5. Major Players of Hybrid Deployment

Table 6. AI Public Relations Tool Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 7. Global AI Public Relations Tool Market Size by Type (2021-2026) & (\$ millions)

Table 8. Global AI Public Relations Tool Market Size Market Share by Type (2021-2026)

Table 9. Major Players of Single Channel

Table 10. Major Players of Basic Channels (2-5)

Table 11. Major Players of Extensive Channels (5-30)

Table 12. Major Players of Omnichannel Channels (30+)

Table 13. AI Public Relations Tool Market Size CAGR by Channel (2021 VS 2025 VS 2032) & (\$ millions)

Table 14. Global AI Public Relations Tool Market Size by Channel (2021-2026) & (\$ millions)

Table 15. Global AI Public Relations Tool Market Size Market Share by Channel (2021-2026)

Table 16. Major Players of Natural Language Processing

Table 17. Major Players of Predictive Analytics

Table 18. Major Players of Generative AI

Table 19. Major Players of Knowledge Graph

Table 20. Major Players of Others

Table 21. AI Public Relations Tool Market Size CAGR by Technology (2021 VS 2025 VS 2032) & (\$ millions)

Table 22. Global AI Public Relations Tool Market Size by Technology (2021-2026) & (\$ millions)

Table 23. Global AI Public Relations Tool Market Size Market Share by Technology (2021-2026)

Table 24. AI Public Relations Tool Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 25. Global AI Public Relations Tool Market Size by Application (2021-2026) & (\$ millions)

Table 26. Global AI Public Relations Tool Market Size Market Share by Application (2021-2026)

Table 27. Global AI Public Relations Tool Revenue by Player (2021-2026) & (\$ millions)

Table 28. Global AI Public Relations Tool Revenue Market Share by Player (2021-2026)

Table 29. AI Public Relations Tool Key Players Head office and Products Offered

Table 30. AI Public Relations Tool Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 31. New Products and Potential Entrants

Table 32. Mergers & Acquisitions, Expansion

Table 33. Global AI Public Relations Tool Market Size by Region (2021-2026) & (\$ millions)

Table 34. Global AI Public Relations Tool Market Size Market Share by Region (2021-2026)

Table 35. Global AI Public Relations Tool Revenue by Country/Region (2021-2026) & (\$ millions)

Table 36. Global AI Public Relations Tool Revenue Market Share by Country/Region (2021-2026)

Table 37. Americas AI Public Relations Tool Market Size by Country (2021-2026) & (\$ millions)

Table 38. Americas AI Public Relations Tool Market Size Market Share by Country (2021-2026)

Table 39. Americas AI Public Relations Tool Market Size by Type (2021-2026) & (\$ millions)

Table 40. Americas AI Public Relations Tool Market Size Market Share by Type (2021-2026)

Table 41. Americas AI Public Relations Tool Market Size by Application (2021-2026) & (\$ millions)

Table 42. Americas AI Public Relations Tool Market Size Market Share by Application (2021-2026)

Table 43. APAC AI Public Relations Tool Market Size by Region (2021-2026) & (\$ millions)

Table 44. APAC AI Public Relations Tool Market Size Market Share by Region (2021-2026)

Table 45. APAC AI Public Relations Tool Market Size by Type (2021-2026) & (\$ millions)

Table 46. APAC AI Public Relations Tool Market Size by Application (2021-2026) & (\$ millions)

Table 47. Europe AI Public Relations Tool Market Size by Country (2021-2026) & (\$ millions)

Table 48. Europe AI Public Relations Tool Market Size Market Share by Country (2021-2026)

Table 49. Europe AI Public Relations Tool Market Size by Type (2021-2026) & (\$ millions)

Table 50. Europe AI Public Relations Tool Market Size by Application (2021-2026) & (\$ millions)

Table 51. Middle East & Africa AI Public Relations Tool Market Size by Region (2021-2026) & (\$ millions)

Table 52. Middle East & Africa AI Public Relations Tool Market Size by Type (2021-2026) & (\$ millions)

Table 53. Middle East & Africa AI Public Relations Tool Market Size by Application (2021-2026) & (\$ millions)

Table 54. Key Market Drivers & Growth Opportunities of AI Public Relations Tool

Table 55. Key Market Challenges & Risks of AI Public Relations Tool

Table 56. Key Industry Trends of AI Public Relations Tool

Table 57. Global AI Public Relations Tool Market Size Forecast by Region (2027-2032) & (\$ millions)

Table 58. Global AI Public Relations Tool Market Size Market Share Forecast by Region (2027-2032)

Table 59. Global AI Public Relations Tool Market Size Forecast by Type (2027-2032) & (\$ millions)

Table 60. Global AI Public Relations Tool Market Size Forecast by Application (2027-2032) & (\$ millions)

Table 61. Cision Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 62. Cision AI Public Relations Tool Product Offered

Table 63. Cision AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 64. Cision Main Business

Table 65. Cision Latest Developments

Table 66. Meltwater AI Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 67. Meltwater AI AI Public Relations Tool Product Offered

Table 68. Meltwater AI AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 69. Meltwater AI Main Business

Table 70. Meltwater AI Latest Developments

Table 71. Propel Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 72. Propel AI Public Relations Tool Product Offered

Table 73. Propel AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 74. Propel Main Business

Table 75. Propel Latest Developments

Table 76. Notified Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 77. Notified AI Public Relations Tool Product Offered

Table 78. Notified AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 79. Notified Main Business

Table 80. Notified Latest Developments

Table 81. Agility PR Solutions Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 82. Agility PR Solutions AI Public Relations Tool Product Offered

Table 83. Agility PR Solutions AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 84. Agility PR Solutions Main Business

Table 85. Agility PR Solutions Latest Developments

Table 86. Signal AI Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 87. Signal AI AI Public Relations Tool Product Offered

Table 88. Signal AI AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 89. Signal AI Main Business

Table 90. Signal AI Latest Developments

Table 91. PR Times Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 92. PR Times AI Public Relations Tool Product Offered

Table 93. PR Times AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 94. PR Times Main Business

Table 95. PR Times Latest Developments

Table 96. PR Technology Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 97. PR Technology AI Public Relations Tool Product Offered

Table 98. PR Technology AI Public Relations Tool Revenue (\$ million), Gross Margin

and Market Share (2021-2026)

Table 99. PR Technology Main Business

Table 100. PR Technology Latest Developments

Table 101. ValuePress Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 102. ValuePress AI Public Relations Tool Product Offered

Table 103. ValuePress AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 104. ValuePress Main Business

Table 105. ValuePress Latest Developments

Table 106. Siweitech Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 107. Siweitech AI Public Relations Tool Product Offered

Table 108. Siweitech AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 109. Siweitech Main Business

Table 110. Siweitech Latest Developments

Table 111. Wisers Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 112. Wisers AI Public Relations Tool Product Offered

Table 113. Wisers AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 114. Wisers Main Business

Table 115. Wisers Latest Developments

Table 116. Sina Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 117. Sina AI Public Relations Tool Product Offered

Table 118. Sina AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 119. Sina Main Business

Table 120. Sina Latest Developments

Table 121. Onclusive Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 122. Onclusive AI Public Relations Tool Product Offered

Table 123. Onclusive AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 124. Onclusive Main Business

Table 125. Onclusive Latest Developments

Table 126. DeepL Details, Company Type, AI Public Relations Tool Area Served and Its

Competitors

Table 127. DeepL AI Public Relations Tool Product Offered

Table 128. DeepL AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 129. DeepL Main Business

Table 130. DeepL Latest Developments

Table 131. Prowly Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 132. Prowly AI Public Relations Tool Product Offered

Table 133. Prowly AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 134. Prowly Main Business

Table 135. Prowly Latest Developments

Table 136. Brandwatch Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 137. Brandwatch AI Public Relations Tool Product Offered

Table 138. Brandwatch AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 139. Brandwatch Main Business

Table 140. Brandwatch Latest Developments

Table 141. Noot Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 142. Noot AI Public Relations Tool Product Offered

Table 143. Noot AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 144. Noot Main Business

Table 145. Noot Latest Developments

Table 146. Black Forest Labs Details, Company Type, AI Public Relations Tool Area Served and Its Competitors

Table 147. Black Forest Labs AI Public Relations Tool Product Offered

Table 148. Black Forest Labs AI Public Relations Tool Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 149. Black Forest Labs Main Business

Table 150. Black Forest Labs Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. AI Public Relations Tool Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global AI Public Relations Tool Market Size Growth Rate (2021-2032) (\$ millions)

Figure 6. AI Public Relations Tool Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Figure 7. AI Public Relations Tool Sales Market Share by Country/Region (2025)

Figure 8. AI Public Relations Tool Sales Market Share by Country/Region (2021, 2025 & 2032)

Figure 9. Global AI Public Relations Tool Market Size Market Share by Type in 2025

Figure 10. Global AI Public Relations Tool Market Size Market Share by Channel in 2025

Figure 11. Global AI Public Relations Tool Market Size Market Share by Technology in 2025

Figure 12. AI Public Relations Tool in Retail

Figure 13. Global AI Public Relations Tool Market: Retail (2021-2026) & (\$ millions)

Figure 14. AI Public Relations Tool in Finance

Figure 15. Global AI Public Relations Tool Market: Finance (2021-2026) & (\$ millions)

Figure 16. AI Public Relations Tool in Healthcare & Pharmaceuticals

Figure 17. Global AI Public Relations Tool Market: Healthcare & Pharmaceuticals (2021-2026) & (\$ millions)

Figure 18. AI Public Relations Tool in Automotive

Figure 19. Global AI Public Relations Tool Market: Automotive (2021-2026) & (\$ millions)

Figure 20. AI Public Relations Tool in Government

Figure 21. Global AI Public Relations Tool Market: Government (2021-2026) & (\$ millions)

Figure 22. AI Public Relations Tool in Others

Figure 23. Global AI Public Relations Tool Market: Others (2021-2026) & (\$ millions)

Figure 24. Global AI Public Relations Tool Market Size Market Share by Application in 2025

Figure 25. Global AI Public Relations Tool Revenue Market Share by Player in 2025

Figure 26. Global AI Public Relations Tool Market Size Market Share by Region

(2021-2026)

Figure 27. Americas AI Public Relations Tool Market Size 2021-2026 (\$ millions)

Figure 28. APAC AI Public Relations Tool Market Size 2021-2026 (\$ millions)

Figure 29. Europe AI Public Relations Tool Market Size 2021-2026 (\$ millions)

Figure 30. Middle East & Africa AI Public Relations Tool Market Size 2021-2026 (\$ millions)

Figure 31. Americas AI Public Relations Tool Value Market Share by Country in 2025

Figure 32. United States AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 33. Canada AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 34. Mexico AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 35. Brazil AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 36. APAC AI Public Relations Tool Market Size Market Share by Region in 2025

Figure 37. APAC AI Public Relations Tool Market Size Market Share by Type (2021-2026)

Figure 38. APAC AI Public Relations Tool Market Size Market Share by Application (2021-2026)

Figure 39. China AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 40. Japan AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 41. South Korea AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 42. Southeast Asia AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 43. India AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 44. Australia AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 45. Europe AI Public Relations Tool Market Size Market Share by Country in 2025

Figure 46. Europe AI Public Relations Tool Market Size Market Share by Type (2021-2026)

Figure 47. Europe AI Public Relations Tool Market Size Market Share by Application (2021-2026)

Figure 48. Germany AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 49. France AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 50. UK AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 51. Italy AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 52. Russia AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 53. Middle East & Africa AI Public Relations Tool Market Size Market Share by Region (2021-2026)

Figure 54. Middle East & Africa AI Public Relations Tool Market Size Market Share by Type (2021-2026)

Figure 55. Middle East & Africa AI Public Relations Tool Market Size Market Share by Application (2021-2026)

Figure 56. Egypt AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 57. South Africa AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 58. Israel AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 59. Turkey AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 60. GCC Countries AI Public Relations Tool Market Size Growth 2021-2026 (\$ millions)

Figure 61. Americas AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 62. APAC AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 63. Europe AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 64. Middle East & Africa AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 65. United States AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 66. Canada AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 67. Mexico AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 68. Brazil AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 69. China AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 70. Japan AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 71. Korea AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 72. Southeast Asia AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 73. India AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 74. Australia AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 75. Germany AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 76. France AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 77. UK AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 78. Italy AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 79. Russia AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 80. Egypt AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 81. South Africa AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 82. Israel AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 83. Turkey AI Public Relations Tool Market Size 2027-2032 (\$ millions)

Figure 84. Global AI Public Relations Tool Market Size Market Share Forecast by Type (2027-2032)

Figure 85. Global AI Public Relations Tool Market Size Market Share Forecast by Application (2027-2032)

Figure 86. GCC Countries AI Public Relations Tool Market Size 2027-2032 (\$ millions)

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