

Global Digital PR Agency Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Digital PR Agency market size is predicted to grow from US\$ 3128 million in 2025 to US\$ 5374 million in 2032; it is expected to grow at a CAGR of 8.2% from 2026 to 2032.

A Digital PR Agency is a specialized entity that focuses on leveraging digital platforms and online channels to manage and enhance a brand's public relations efforts. It combines traditional PR strategies with modern digital tools and techniques such as social media management, content marketing, search engine optimization, and online influencer partnerships. The agency aims to build and maintain a positive brand image, increase brand awareness, engage with target audiences, and drive favorable media coverage in the digital realm, all while effectively handling crisis communications and reputation management to help businesses thrive in the highly competitive online landscape.

United States market for Digital PR Agency 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 Digital PR Agency 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 Digital PR Agency is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Digital PR Agency players cover Go Fish Digital, Digitaloft, JBH, Power Digital, Modern Classic, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital PR Agency 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 Digital PR Agency.

This report presents a comprehensive overview, market shares, and growth opportunities of Digital PR Agency market by product type, application, key players and key regions and countries.

Segmentation by Type:

International Digital PR Agencies

Regional Digital PR Agencies

Segmentation by Application:

Medical

Technology

E-Commerce

Tourism

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.

Go Fish Digital

Digitaloft

JBH

Power Digital

Modern Classic

Cupid PR

Reboot Online Marketing Ltd

Awisee

PRLab

Reachology

5W Public Relations

Screaming Frog

Loopex Digital

Siege Media

Fractl

Ignite Visibility

Absolute Digital

Rise At Seven

Page One Power

REQ

BuzzSumo

Search Intelligence

Green Flag Digital

Distinctly

Builtvisible

Impression Digital

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