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Global Digital Public Relations Services Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Digital Public Relations Services market size is predicted to grow from US$ 8213 million in 2025 to US$ 12190 million in 2032; it is expected to grow at a CAGR of 5.9% from 2026 to 2032.

Digital Public Relations (DPR) services leverage digital channels to build and maintain relationships with key stakeholders. This includes managing social media, optimizing search engine rankings, creating engaging content, and monitoring online conversations. DPR helps organizations build brand reputation, manage crises, and increase brand awareness.

The digital public relations industry is continuously evolving, driven by technological advancements and changing consumer behaviors. Key trends include the increasing importance of social media platforms, particularly those focused on video content like TikTok and Instagram Reels. Influencer marketing has also become a significant strategy, leveraging the reach and credibility of online influencers. Data analytics plays a crucial role in measuring campaign performance and making data-driven decisions. Additionally, the rise of AI and machine learning is transforming the industry, enabling automated tasks and predictive analytics. As the digital landscape continues to evolve, digital PR professionals must adapt to new technologies and platforms to stay ahead of the curve.

LPI (LP Information)' newest research report, the ?Digital Public Relations Services Industry Forecast? looks at past sales and reviews total world Digital Public Relations Services sales in 2025, providing a comprehensive analysis by region and market sector of projected Digital Public Relations Services sales for 2026 through 2032. With Digital Public Relations Services sales broken down by region, market sector and sub-

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sector, this report provides a detailed analysis in US$ millions of the world Digital Public Relations Services industry.

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

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

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

Segmentation by Type:

Consumer Public Relations

Media Public Relations

Others

Segmentation by Application:

Large Enterprises

SMEs

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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

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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.

Siege Media

Green Flag Digital

Builtvisible

Go Fish Digital

uSERP

Power Digital

Reboot Online

Distinctly

PRLab

Publicize

Ignite Visibility

Digital PR

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LinkGraph

5W Public Relations

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Figure 76. GCC Countries Digital Public Relations Services Market Size 2027-2032 ($ millions)

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