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Global PR Measurement Services Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global PR Measurement Services market size is predicted to grow from US$ 2098 million in 2025 to US$ 3220 million in 2032; it is expected to grow at a CAGR of 6.4% from 2026 to 2032.

PR Measurement Services are professional, data-driven solutions designed to help businesses, brands, and organizations quantify, evaluate, and interpret the effectiveness, reach, and business impact of their public relations (PR) initiatives—including media campaigns, brand storytelling, crisis communications, and stakeholder engagement. These services integrate multi-channel data collection (spanning traditional media like print/TV/radio, digital platforms such as social media, blogs, and news websites, and offline touchpoints like events or industry publications) with advanced analytical tools (AI, natural language processing, sentiment analysis, and attribution modeling) to track core metrics: media mentions volume and quality, audience reach and demographics, engagement rates (shares, comments, clicks), brand sentiment (positive/negative/neutral), brand reputation shifts, and alignment with business goals (e.g., lead generation, sales lift, brand awareness growth). They go beyond raw data aggregation to deliver contextualized insights—interpreting what metrics mean for PR strategy, benchmarking performance against industry peers or past campaigns, and translating PR outcomes into tangible business value—while providing customized reports and actionable recommendations to help clients optimize future PR efforts, demonstrate ROI to stakeholders, and make data-informed decisions that align PR activities with broader marketing and organizational objectives.

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

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China market for PR Measurement Services 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 PR Measurement Services is estimated to increase from US$ million in 2025 to US$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key PR Measurement Services players cover Hotwire Global, EC- PR, P+ Measurement Services, Sensu Insight, Concept BIU, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

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

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

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

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Market Segmentation

Segmentation by Type:

Subscription-Based SaaS PR Measurement

Project-Based Consultative Services

Managed Services with Dedicated Support

Segmentation by Service Function:

Media Monitoring PR Services

Engagement & Sentiment Analysis PR Services

Business Impact Attribution PR Services

Segmentation by Data Collection & Analysis Approach:

Automated Real-Time Monitoring Services

API-Integrated Analytics Services

Custom Research & Hybrid Analysis Services

Segmentation by Application:

BFSI (Banking, Financial Services, Insurance)

Healthcare & Pharmaceutical

Government & Public Sector

Nonprofit Organizations & Philanthropy

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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

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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.

Hotwire Global

EC- PR

P+ Measurement Services

Sensu Insight

Concept BIU

Ambitious PR

CARMA

MediaObserver

StarTrooper

RefreshPR

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Wisers

Meltwater

Brandwatch

Isentia

TVEyes

Agility PR Solutions

Onclusive

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