

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

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Abstracts

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

Public relations software is a software tool used to manage and optimize the relationship between a company and the public. It typically includes media monitoring, social media management, crisis communication, brand monitoring, and report generation features. By using public relations software, companies can enhance their brand image, strengthen communication with the public, and effectively address various public relations challenges.

The public relations software industry has been experiencing rapid growth in recent years. As businesses increasingly prioritize brand image and public relations, the demand for such software continues to grow. Upstream vendors are highly competitive, with significant differences in product features and performance. Downstream businesses have increasing customization needs for public relations software, driving the development of software and services. The future market size is expected to continue expanding, driven by the following factors:

Social Media and Digital Marketing: The popularity of social media and digital marketing has increased the demand for public relations software.

Brand Image and Reputation Management: Businesses are placing greater emphasis on brand image and reputation, and public relations software can provide effective management and protection.

Crisis Communication and Risk Management: The importance of crisis communication and risk management is constantly increasing, and public relations software can help businesses respond to various crises in a timely manner.

Data Analysis and Insights: Public relations software can provide data analysis and insights to help businesses understand public opinion and needs.

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

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

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

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

Segmentation by Type:

Cloud-Based

On-Premise

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.

Prowly

BuzzStream

Augure

Muck Rack

Presspage

Mynewsdesk

Collaborator

Hypefactors

Notified

Pitchcraft

Prezly

Publifix Network

Roxhill Media

The report requires updating with new data and is sent in 48 hours after order is placed.

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