

# Global Public Relations Tool Market Growth (Status and Outlook) 2023-2029

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## Abstracts

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

The global Public Relations Tool market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

The global public relations tool market is expected to experience significant growth in the period of 2018-2023. The market is driven by the increasing demand for better communication tools and the rising adoption of social media platforms by organizations. Furthermore, the growing need for efficient crisis management solutions and reputation management services are also boosting the growth of the PR tool market.

According to the research report, North America dominates the global market due to the presence of major market players and high adoption rate of advanced technologies in the region. Europe and Asia-Pacific regions are also expected to witness a significant growth in the coming years owing to the increasing awareness about modern communication tools and the need for effective brand management practices.

The report also highlights the key players operating in the global PR tool market including Cision AB, Meltwater Group, Business Wire, TrendKite, Agility PR Solutions, Prezly, IrisPR Software, iPR Software Inc., Onalytica, and Critical Mention Inc. These companies are focusing on enhancing their product offerings and expanding their market presence through strategic partnerships and collaborations.

LPI (LP Information)' newest research report, the "Public Relations Tool Industry Forecast" looks at past sales and reviews total world Public Relations Tool sales in 2022, providing a comprehensive analysis by region and market sector of projected

Public Relations Tool sales for 2023 through 2029. With 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 Public Relations Tool industry.

This Insight Report provides a comprehensive analysis of the global 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 analyzes the strategies of leading global companies with a focus on 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 Public Relations Tool market.

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

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

#### Market Segmentation:

##### Segmentation by type

Cloud-based

On-premises

##### Segmentation by application

SMEs

Large Enterprises

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.

BuzzStream

Prowly

Prezly

Muck Rack

Mixmax

Cision

BuzzSumo

Anewstip

Meltwater

Agility PR Solutions

Ninja Outreach

TV Eyes

Semrush

Critical Mention

Brandwatch

Coverage Book

Screeners.com

Ahrefs

Gorkana

Email Hunter

Google Trends

Answer The Public

FollowUpThen

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