

2020-2025 Global Public Relations Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

Public relations is the maintaining of a public image for businesses, celebrities, politicians and organizations. Public relations is also the management of communication between a person, business or organization and the public.

This report elaborates the market size, market characteristics, and market growth of the Public Relations industry, and breaks down according to the type, application, and consumption area of Public Relations. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Public Relations in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Public Relations market covered in Chapter 13:

Mikhailov & Partners

IPG

Omnicom

Coyne PR

Huntsworth

MMWPR

Publicis

APCO

DJE

KREAB

Dentsu

Hopscotch Group

Havas

FTI Consulting

Bell Pottinger

WPP

In Chapter 6, on the basis of types, the Public Relations market from 2015 to 2025 is primarily split into:

Private PR Firms

Public PR Firms

In Chapter 7, on the basis of applications, the Public Relations market from 2015 to 2025 covers:

Government

Enterprises

Individuals

Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy
Spain
Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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