

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

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## Abstracts

Public Relations (PR) Tools are things actively employed by public relations professionals on behalf of their clients, and tools clients are encouraged to use to enhance their own visibility.

This report elaborates the market size, market characteristics, and market growth of the Public Relations (PR) Tools industry, and breaks down according to the type, application, and consumption area of Public Relations (PR) Tools. 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 (PR) Tools 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 (PR) Tools market covered in Chapter 13:

Meltwater Inc.

Iris PR Software

iPR Software

Business Wire Inc.

Outbrain Inc.

AirPR Software

Cision AB.

Salesforce.com

Google Inc.

Prezly

ISentia

Onalytica

Rocket Fuel

Narrative Science

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

Publishing Tools

Social Media Monitoring & Management

Content Creation and Distribution

Data Aggregation, Monitoring and Analysis

Relationship Management

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

BFSI

Consumer Goods and Retail

Government and Public Sector

IT & Telecom & Healthcare

Media & Entertainment

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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