

Global Public Relations Market Growth Trajectory

The Business Research Company's Public Relations Global Market Report 2022 – Market Size, Trends, And Forecast 2022-2026

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As per The Business Research Company's "Public Relations Global Market Report 2022", the [public relations market](#)

is expected to grow from \$92.55 billion in 2021 to \$102.80 billion in 2022 at a compound annual growth rate (CAGR) of 11.1%. The growth in the public relations market is mainly due to the companies rearranging their operations and recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges. The public relations market is expected to reach \$149.44 billion in 2026 at a CAGR of 9.8%. The rising need to gain a competitive advantage is driving the public relations market.

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Public Relations Market Trends

Public relations (PR) companies are increasingly investing in programmatic PR in the digital medium. Programmatic PR refers to the automation of advertising. The increasing volume of global digital communications led to hand over the manual tasks to artificial intelligence. Programmatic PR increases transparency and control and is more efficient as it has better targeting capabilities for audiences. The area of reach is also greater in programmatic PR. For instance, Accenture Interactive entered the ad-buying world will incorporate the planning, buying, and management of programmatic advertisement campaigns. It will also help brands in developing a strategy for attacking programmatic buying. These technological advances will help PR and drive the market further.

Public Relations Industry Overview

The public relations (PR) market consists of sales of public relations and related services. Public

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relations services' companies manage, design, and implement communication between an organization and its customers. Activities of PR firms aim to promote the image of their clients and encourages favorable relations between the client and its stakeholders, such as consumers, government, the general public, employees, and investors.

Learn more on the [global public relations market report](https://www.thebusinessresearchcompany.com/report/public-relations-global-market-report) at:
<https://www.thebusinessresearchcompany.com/report/public-relations-global-market-report>

Public Relations Global Market Report 2022 from TBRC covers the following information:

Market Size Data

- Forecast period: Historical and Future
- By region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- By countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Market Segmentation

- By Medium: Events, Social Media, Influencer Marketing, Company Websites, TV, Print, Others
- By End User: Consumer Goods and Retail, BFSI, Government and Public Sector, Telecom , IT, HealthCare, Media, Entertainment
- By Type: Private PR firms , Public PR firms
- By Geography: The global public relations market is segmented into North America, South America, Asia-Pacific, Eastern Europe, Western Europe, Middle East and Africa.

Major market players such as IPG, Publicis, Omnicom, WPP, Prezly, Business Wire, Havas PR, MWWPR, Mikhailov & Partners and DJE.

Trends, opportunities, strategies and so much more.

Public Relations Global Market Report 2022 is one of The Business Research Company's comprehensive reports that provides an overview of public relations global market. The market report analyzes public relations global market size, public relations global market growth drivers, public relations global market segments, public relations global market major players, public relations market growth across geographies, and public relations market competitors' revenues and market positioning. The public relations market report enables you to gain insights on opportunities and strategies, as well as identify countries and segments with the highest growth potential.

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