

Public Relations Global Market Competition Analysis 2025: How Players Are Shaping Growth

The Business Research Company's Public Relations Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

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/EINPresswire.com/ -- The [Public Relations Global market](#) is dominated by a mix of global large multinational communication networks and specialized regional PR agencies. Companies are focusing on digital and integrated communications strategies, data-driven audience insights, and expertise in managing corporate reputation across social and traditional media to strengthen market presence and deliver measurable client value. Understanding the competitive landscape is key for stakeholders seeking growth opportunities and strategic partnerships to expand service offerings, geographic reach, and sector-specific expertise.

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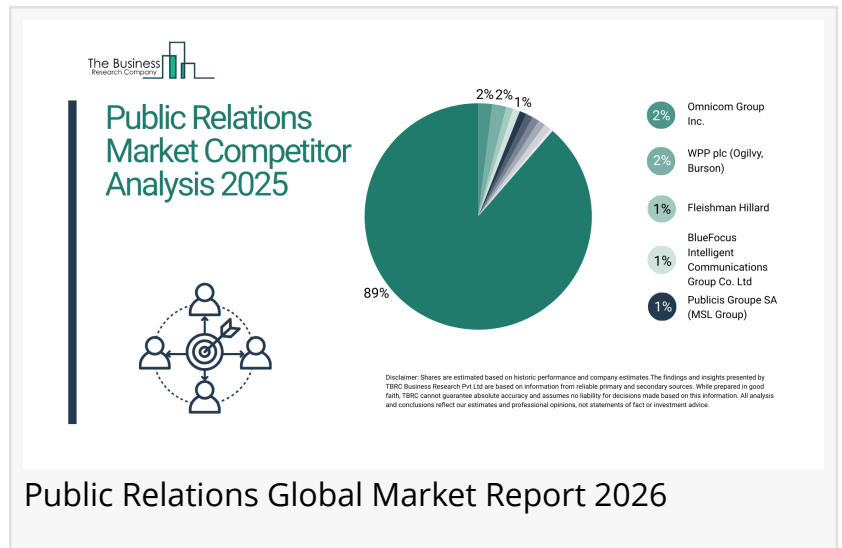
The Business Research Company

Which Market Player Is Leading the Public Relations Global Market?

According to our research, Omnicom Group Inc. led global sales in 2024 with a 2% market share. The Public Relations division of the company is completely involved in the [public relations market](#), provides corporate communications, crisis management, public affairs and media and media relations services

How Concentrated Is the Public Relations Global Market?

The market is fragmented, with the top 10 players accounting for 15% of total market revenue in 2024. This level of fragmentation reflects the industry's moderate but growing entry barriers driven by the rising need for investment in digital communication infrastructure, data analytics



Public Relations Global Market Report 2026

capabilities, and highly skilled professionals capable of managing integrated campaigns across a complex media landscape. Leading vendors such as Omnicom Group Inc., WPP plc, and Fleishman Hillard dominate through their global scale, diverse network of specialized agencies, and ability to offer integrated, multi-market campaigns for large corporate clients, while smaller, more agile firms compete by offering deep expertise in specific sectors, regional markets, or digital channels. As client demands evolve towards data-driven strategies and real-time reputation management in a digital-first environment, consolidation and partnerships are expected to further strengthen the position of major players with the resources to invest in advanced technology and talent.

- Leading companies include:

- o Omnicom Group Inc. (2%)
- o WPP plc (Ogilvy, Burson) (2%)
- o Fleishman Hillard (1%)
- o BlueFocus Intelligent Communications Group Co. Ltd (1%)
- o Publicis Groupe SA (MSL Group) (1%)
- o Interpublic Group (IPG) Inc (1%)
- o Daniel J. Edelman (DJE) Holdings Inc. (Edelman) (1%)
- o Ketchum Inc (1%)
- o Syneos Health Communications (1%)
- o Allison+Partners Inc. (0.4%)

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https://www.thebusinessresearchcompany.com/sample_request?id=2535&type=smp

Which Companies Are Leading Across Different Regions?

- North America: Burson, Edelman Canada (Edelman), Hill+Knowlton Strategies Canada, Weber Shandwick Canada, FleishmanHillard HighRoad, NATIONAL Public Relations, Argyle Communications Inc., Citizen Relations, Narrative Communications, Proof Strategies Inc., Veritas Communications, Padilla, Mission North, Edelman, The Weber Shandwick Collective (Weber Shandwick), FleishmanHillard Inc., BCW (Burson Cohn & Wolfe), Ketchum Inc., Ogilvy Public Relations Worldwide, Golin, Hill+Knowlton Strategies, MWWPR (MWW Group), and Finn Partners Inc are some of the leading companies in this region.
- Asia Pacific: Edelman (Daniel J. Edelman Holdings, Inc.), Weber Shandwick, BCW (Burson Cohn & Wolfe), Ogilvy Public Relations, FleishmanHillard Inc., BlueFocus Communication Group Co., Ltd., Ruder Finn Asia (Ruder Finn Inc.), Sun & Moon Communications Co., Ltd., P.R.A. Corporation (PR APAC), Dentsu Public Relations Inc. (Dentsu PR Consulting Inc.), Edelman Japan K.K., Weber Shandwick Japan K.K., Ogilvy Public Relations Japan K.K., The Public Relations Network AG (PRN), Hahm Shout Inc. (formerly Hahm Partners Inc.), Proficient Public Relations Co., Ltd., InComm Brodeur Korea Co., Ltd. (Incomm Global PR), PR One Co., Ltd., Havas Group (Havas S.A.), and Publicis Groupe S.A., are some of the leading companies in this region.
- Western Europe: Edelman (Daniel J. Edelman Holdings, Inc.), Brunswick Group LLP, FTI Consulting, Inc., MHP Group (now part of SEC Newgate Group), Instinctif Partners LLP, Headland

Consultancy Limited, SEC Newgate UK Limited, Weber Shandwick (The Weber Shandwick Collective), FleishmanHillard UK (FleishmanHillard Inc.), Finsbury Glover Hering (now part of FGS Global), Kekst CNC (Kekst CNC Communications), Achtung! (Achtung! GmbH), Serviceplan Public Relations (part of Serviceplan Group SE & Co. KG), Hering Schuppener (now part of FGS Global), Image 7 (Image Sept – part of the Gecina Group), TBWA\Corporate (TBWA\Corporate SAS), Apollo Strategic Communications (Apollo Strategic Communications Ltd.), LLYC (LLYC S.A. – formerly Llorente & Cuenca), Barabino & Partners S.p.A., Mazzoni & Partners (now part of SEC Newgate Group), and INC Italia (I&N Communications Srl) are some of the leading companies in this region.

- Eastern Europe: AMI Communications, Haven Communications, Edelman (Daniel J. Edelman Holdings, Inc.), Profile Group, Ciszewski Public Relations, Golin Romania (Golin, part of Interpublic Group), The Practice (The Practice Romania, part of MSL/Publicis Groupe), Premium Communication, Grayling (Grayling Communications), Ketchum (Ketchum, Inc.), Mikhailov & Partners (Mikhailov & Partners Strategic Communications Management), AGT Communications Group, and INSAGO Public Relations Agency are some of the leading companies in this region.
- South America: Edelman (Daniel J. Edelman Holdings, Inc.), Burson Cohn & Wolfe (BCW), Weber Shandwick (Weber Shandwick Worldwide), Hill+Knowlton Strategies (Hill and Knowlton Strategies, Inc.), LLYC (Llorente y Cuenca, S.A.), FleishmanHillard (FleishmanHillard Inc.), Ogilvy PR (Ogilvy Public Relations Worldwide), JeffreyGroup (Jeffrey Group, Inc.), Imaginatto Comunicação (Imaginatto PR), and In Press Porter Novelli (In Press Porter Novelli Comunicação Corporativa) are the major companies operating in the public relations market in South America. are some of the leading companies in this region

What Are the Major Competitive Trends in the Market?

- Launch of AI-Driven Suites is transforming insight generation.
- Example: Cision conversational artificial intelligence (AI) smarter keyword (May 2025) assists in search functionality, real-time summarization of media coverage and a “react score” for identifying mentions of potential reputational concern.
- These innovations enable communications teams to shift focus away from routine tasks and toward strategic storytelling, stakeholder engagement and value-added measurement aligning with the market’s demand for more efficient and data-driven PR operations

Which Strategies Are Companies Adopting to Stay Ahead?

- Strengthening data-driven PR and analytics capabilities
- Expanding integrated communication services
- Building strong partnerships with media, digital publishers, and content creators
- Investing in social listening and crisis management tools

Access the detailed Public Relations Global Market report here:

<https://www.thebusinessresearchcompany.com/report/public-relations-global-market-report>

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