

IPRN **PR Business 2025** Survey Results



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The IPRN conducted the annual survey among its global members to evaluate the challenges and opportunities influencing the Public Relations industry in 2025.

The survey focused on key areas of growth, investment priorities, and the primary concerns faced by PR agencies within their respective countries or regions.

The survey was held online between the 6th and 17th January 2025.

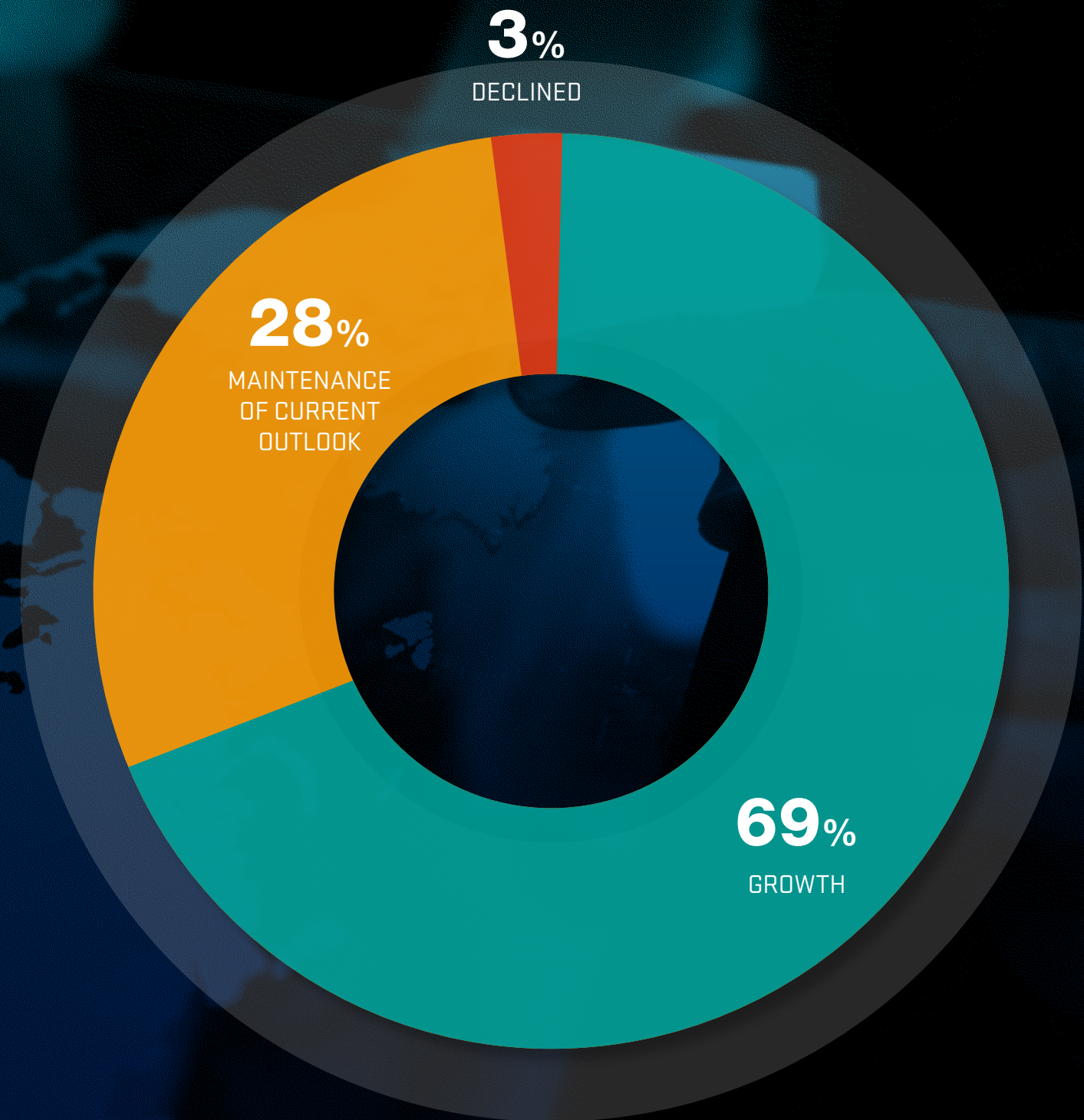
Respondent countries:

Brazil, Canada, Chile, Colombia, Czech Republic, Denmark, France, Germany, India, Italy, Japan, Luxembourg, The Netherlands, Poland, Portugal, Puerto Rico, Spain, Sweden, United Kingdom, USA

What are your perspectives for the PR business in 2025 comparing with 2024?

► In 2024, global economic uncertainty, the impacts of geopolitical conflicts, the rising cost of living, and rapid advancements in technology remain central concerns for the news and communication industries. Despite these challenges, the PR industry remains resilient.

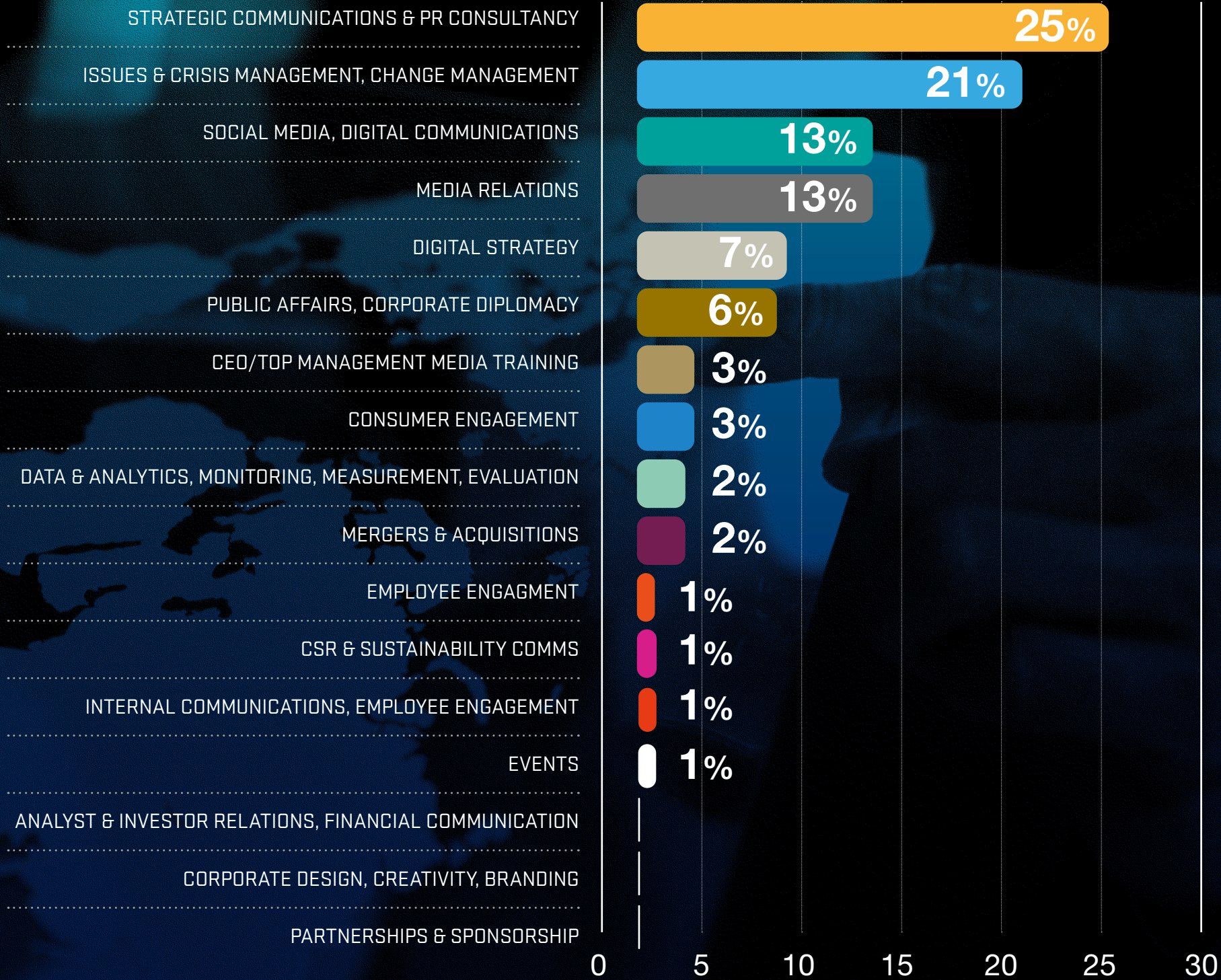
► Looking ahead to 2025, members of the International Public Relations Network maintain an optimistic outlook—69% anticipate business growth, while 28% expect stability. Only a small fraction, 3%, foresee a decline, reinforcing the industry’s adaptability in an evolving landscape.”



● Growth ● Maintenance of current outlook ● Declined

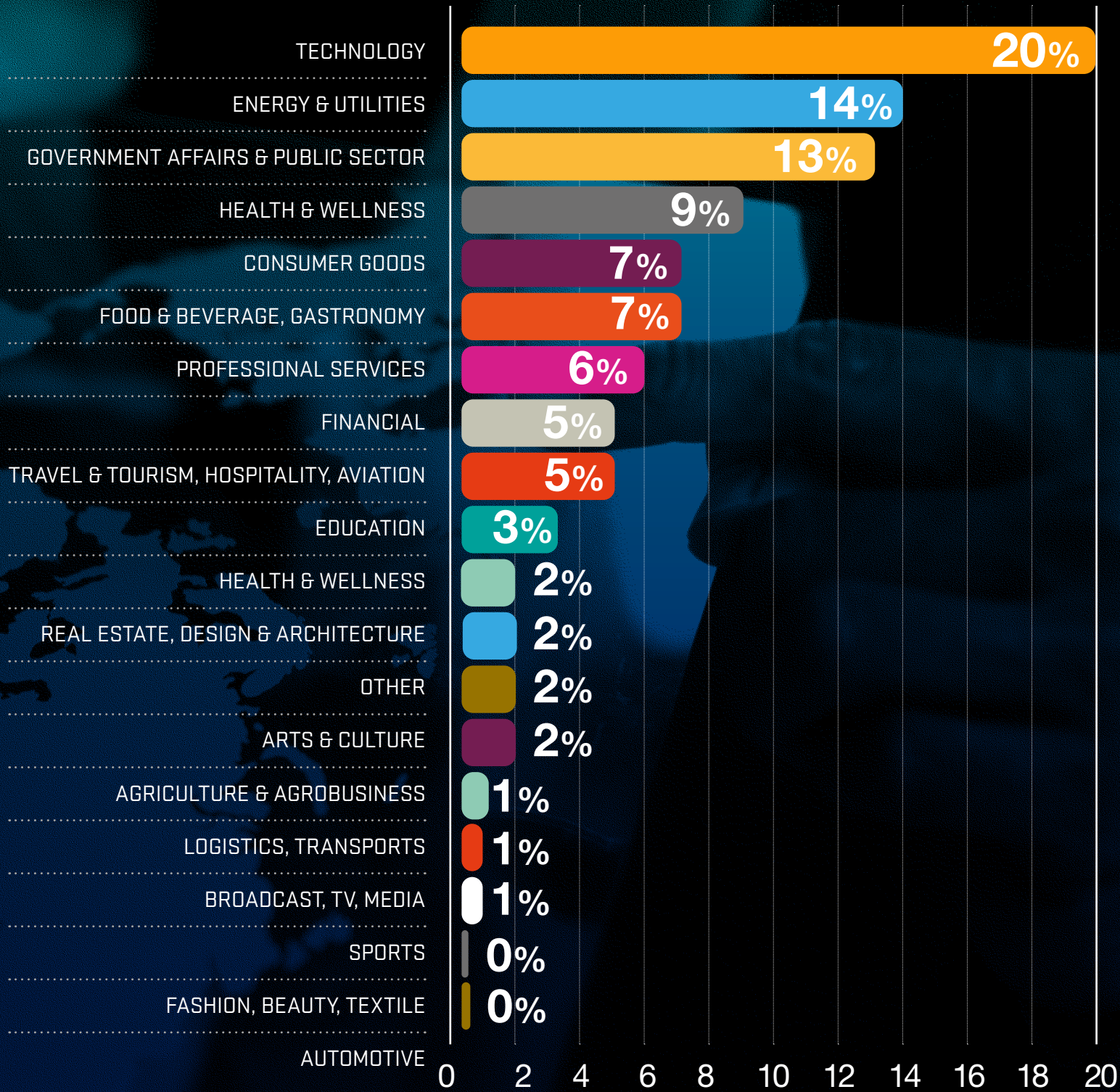
Which are the services with opportunities of growth?

- To navigate the evolving challenges in communication, including the impact of Artificial Intelligence, 25% of respondents identify Strategic Communications & PR Consultancy as the top area for growth. This is followed by 21% who see opportunities in Issues & Crisis Management and Change Management. Additionally, 13% highlight Social Media and Digital Communications as key growth sectors, while another 13% point to Media Relations.
- Other areas of opportunity include Digital Strategy (7%), Public Affairs and Corporate Diplomacy (6%), and CEO/Top Management Media Training (3%).



In your opinion which are the industry sectors with more opportunities for PR?

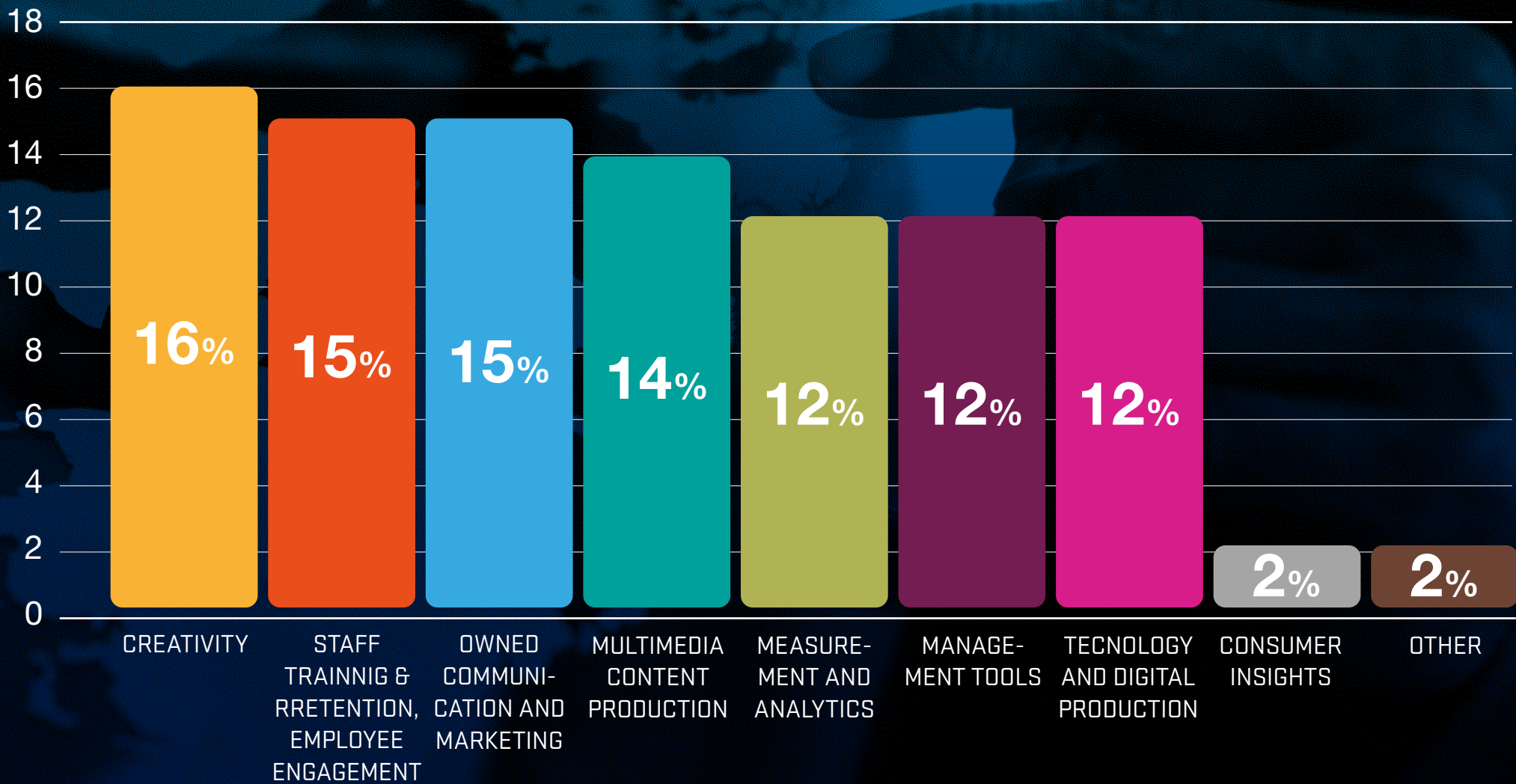
- ▶ Building strong connections with target audiences, selecting the right platforms and brand voice, anticipating risk and crisis communication challenges, and enhancing employee engagement and media coverage remain key priorities for the PR industry. These factors are particularly critical in the sectors with the highest growth potential for PR.
- ▶ Respondents identified Technology (19%) as the leading sector for PR growth, followed by Energy & Utilities (14%), Government Affairs & Public Sector (13%), and Health & Wellness (9%). Other promising areas include Food & Beverage, Consumer Goods (7%), Professional Services (6%), Financial Services (5%), and Travel & Tourism, Hospitality, Aviation (5%).
- ▶ As these industries continue to evolve, PR professionals must stay ahead by leveraging emerging technologies, adapting strategies to sector-specific needs, and navigating an increasingly complex communications landscape. Success in 2025 will depend on the ability to anticipate change and drive impactful engagement.



In which areas do you expect to invest in 2025?

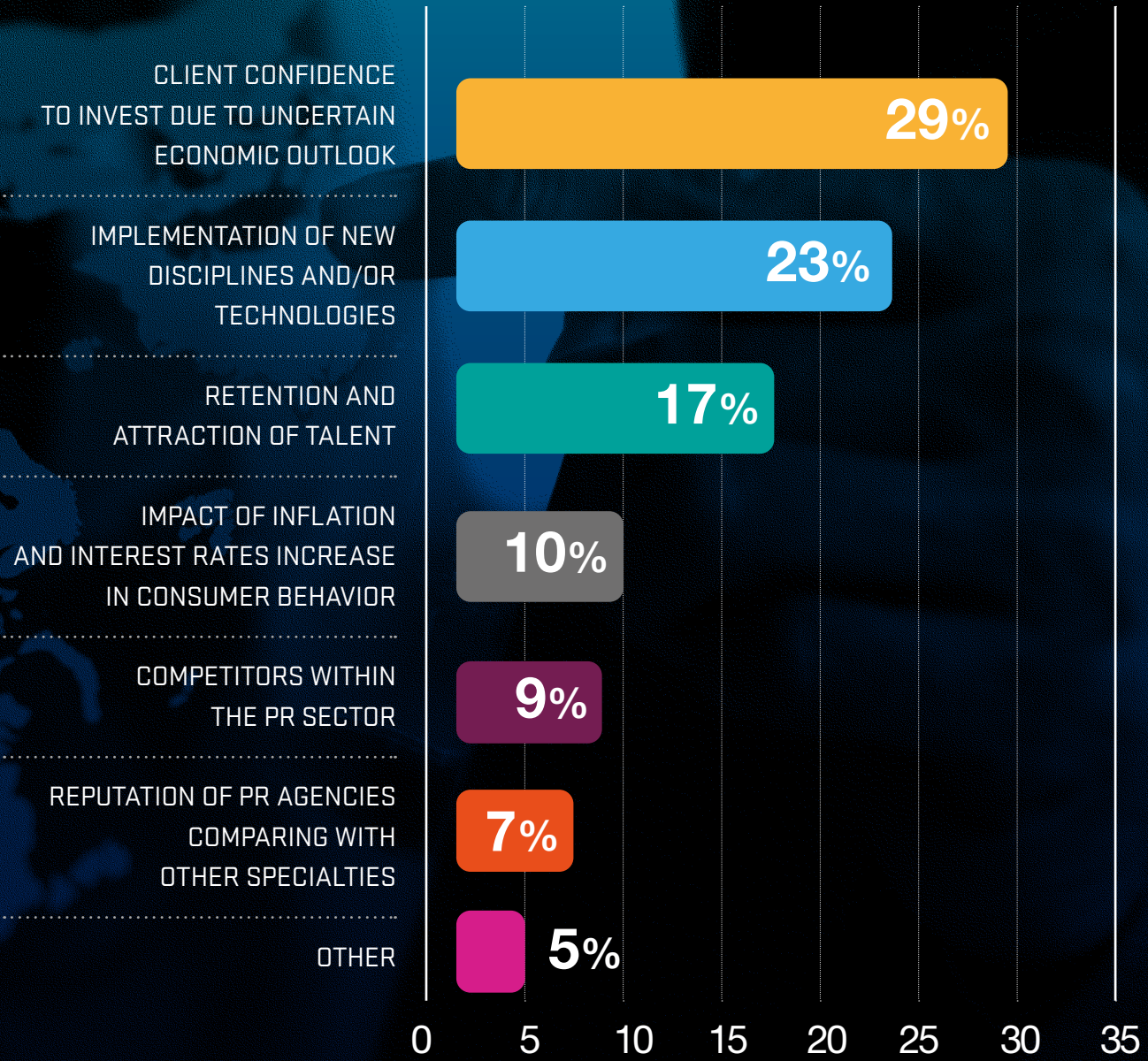
► In 2025, the top investment priorities are expected to be Creativity (16%), followed by Owned Communication & Marketing (15%) and Staff Training & Retention, Employee Engagement (15%). Multimedia Content Production (14%) also emerges as a key focus, alongside Technology & Digital Production (12%), Management Tools (12%), and Measurement & Analytics (12%). While Consumer Insights (2%) represents a less prominent investment area, it remains a relevant consideration in shaping future strategies

► As the industry continues to evolve, these investments highlight a strategic commitment to innovation, digital transformation, and talent development—key drivers of long-term success.



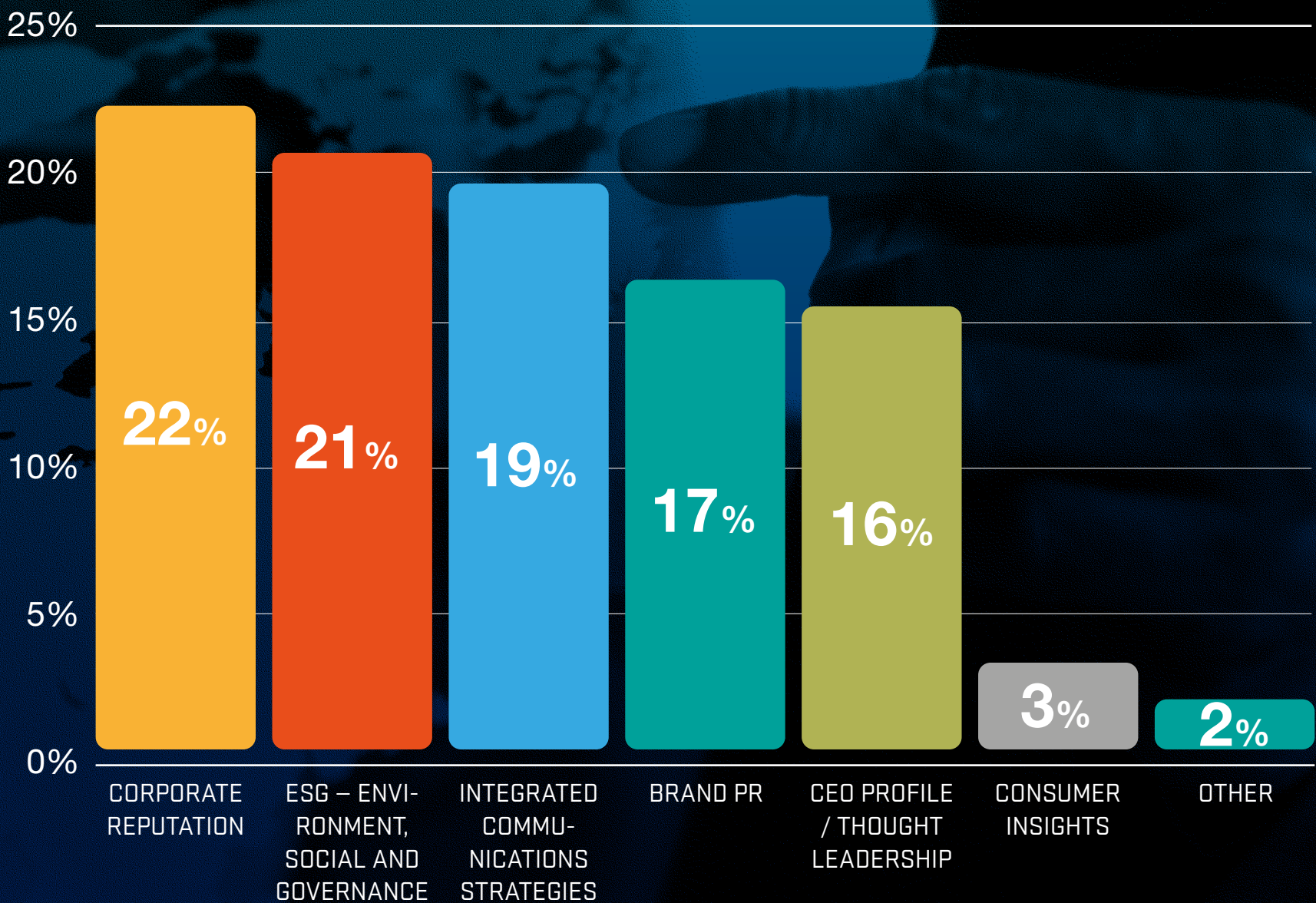
Which are the biggest challenges for PR industry in 2025?

- ▶ Adapting to new technologies is a challenge but effectively implementing them is even more demanding. Delivering high-quality, innovative services remains the goal, yet structuring and motivating teams while clients navigate economic uncertainty adds another layer of complexity.
- ▶ Reflecting these challenges, respondents identified client confidence to invest amid economic uncertainty (29%) as the most pressing issue for the PR industry in 2025. This is followed by the implementation of new disciplines and technologies (23%) and talent retention and attraction (17%). Additional concerns include the impact of inflation and interest rate increases (10%), competition within the PR sector (9%), and the perceived reputation of PR agencies compared to other industries (7%).
- ▶ Successfully navigating these challenges will require a strategic balance of innovation, financial resilience, and talent management to drive sustainable growth in an increasingly complex PR landscape.



Which are the biggest opportunities for the PR industry in 2025?

- ▶ Demonstrating a commitment to sustainability, social responsibility, and effective governance not only enhances a company’s appeal to stakeholders but also strengthens trust with customers, investors, and the public. Strong leadership ensures transparent communication, ethical decision-making, and the ability to navigate challenges—vital elements in maintaining a solid corporate reputation.
- ▶ Among the biggest opportunities for the PR industry in 2025, respondents continue to prioritize Corporate Reputation (22%), followed closely by ESG – Environmental, Social, and Governance (21%). Integrated Communications Strategies (19%) and Brand PR (17%) also stand out as key areas of opportunity. Additionally, CEO Profiling/Thought Leadership (15%) was highlighted as an important avenue for strategic communication.
- ▶ As businesses and organizations face increasing public scrutiny, PR professionals must leverage these opportunities to create authentic, impactful narratives that foster credibility and long-term success.



The PR Industry in 2025: Balancing Optimism with Challenges

► The PR industry in 2025 is defined by both **opportunity and complexity**, as agencies navigate economic uncertainty, rapid technological advancements, and evolving client expectations. While **69% of respondents** anticipate business growth, key challenges remain—**client confidence to invest (29%), adoption of new technologies (22%), and talent retention (17%)**—highlighting the intricacies of sustaining long-term success.

► To stay competitive in an evolving market, PR firms are prioritizing investments in **creativity (16%), digital transformation (11%), and employee development (15%)**. Meanwhile, rising demand for **corporate reputation management (22%)** and **ESG communications (21%)** underscores the growing need for transparency and ethical leadership. Businesses are increasingly turning to PR professionals to **shape public perception and build stakeholder trust**.

► The **technology sector (19%)** emerges as the most promising for PR growth, followed by **energy & utilities (14%)** and **government affairs (13%)**, reflecting the industry's critical role in highly regulated and innovation-driven markets. Additionally, the emphasis on **multichannel communication strategies (19%), brand PR (17%), and CEO profiling (15%)** signals a shift toward **leadership visibility and purpose-driven storytelling**.

► Looking ahead, PR professionals must strike a balance between **tradition and innovation**, harnessing **AI and analytics** while preserving authenticity in storytelling. Investing in **strategic talent development, data-driven insights, and integrated communication strategies** will be essential for maintaining relevance and delivering value. As the industry evolves, those who **anticipate client needs, adapt to change, and lead with purpose** will define the future of PR.

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